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THE NATIONAL NEWSPAPER OF MARKETING

Alpine, B&H Cigarets Leave Doyle Dane Shop

$4,000,000 in Billing Seen Subject of Long Agency-Client Hassling

NEW YORK, Feb. 24—Alpine and Benson & Hedges cigarets—which yesterday moved out of Doyle Dane Bernbach "because of a mutual disagreement on policy"—today were up for grabs.

Reports that the Philip Morris Inc. brands were not long for Doyle Dane began about a month ago, but denials were made at the time on all sides.

It seemed clear today, however, that the agency and the client have disagreed for months. One observer said the departure of Alpine and Benson & Hedges from Doyle Dane Bernbach was "dictated by dissatisfaction with Alpine's sales record; it's one thing to be clever with El Al Airlines and another thing to figure out how to get 20% of a market."

Another source said, "There were too many hands in the pot from the Philip Morris end; they were making ad suggestions and meddling in the creative side of the operation, and a shop like

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BBDO Clears Up 'Misunderstanding,' Keeps Dodge Dealers

PHILADELPHIA, Feb. 21—The Philadelphia Dodge dealers' account was safely back in the Batten, Barton, Durstine & Osborn fold today, after an emergency conference with the agency, plus a strong assist from Dodge and Dodge's regional office.

The account was claimed last week by BBG&W Advertising Agency, Baltimore, which has conducted a successful "Go Get Dodge" campaign for Baltimore dealers for the past three years (AA, Feb. 20). After a meeting with BBDO yesterday, however, George Gardner, chairman of the dealers' advertising committee, announced that the account will remain with BBDO and that reports to the contrary were due to a "misunderstanding."

Mr. Gardner told ADVERTISING AGE that there have been rumblings of discontent among the dealers with BBDO's handling of the account, and that six of the eight dealer members of the committee turned up at a luncheon held by BBG&W last Wednesday.

He said the dealers were impressed by the presentation, and that a vote to change was taken despite his ruling that the meeting was not official. On the protest of the Dodge regional manager, he said, the full committee was con-

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ABC-TV Plan 'Cuts Ads' Effectiveness' but 'May Give Better Station Lineups'

Agency Program Chiefs, Media Men Divided on Extending Break Time

NEW YORK, Feb. 23—ABC-TV's decision to capitulate to its affiliates' demands for more evening station break time has drawn mixed reaction from advertising agencies.

Present plans call for the affiliates to get an extra 10 seconds to sell spot clients between Class A shows starting in September (AA, Feb. 13). The addition brings stations' between-program time to 40 seconds. There will be a gentleman's agreement not to sell more than two spots in the lengthened intermissions.

The additional time will be snipped from the show proper, with the network continuing to allow for a 10-second show-closer promotional announcement, and the sponsor, of course, keeping his three minutes of commercial time per half hour. There has been no reduction in price for the loss of time.

■ Among those strongly protesting the proposed ABC move is Compton Advertising, whose letter made these four major points:

1. Not so long ago, ABC officials were appearing in Washington and giving assurances that they would do their share to hold the line on commercialism in tv. Having taken this stand in Washington, they now take another stand in the face of station demands and will add 10 seconds of commercials to the half-hour.

2. The more commercials there are on tv, the less effective each individual commercial will be. To increase the amount of commer-

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Endicott-Johnson Sets $2,500,000 Multi-Phase Drive

Effort Is Aimed at Getting Shoes on Style, Not Price, Footing

NEW YORK, Feb. 21—Endicott-Johnson Corp., still in a fighting mood after its stock battle with Glen Alden Corp., is priming itself for a many-pronged campaign to capture the style-conscious shoe customer this fall. This will be its first major invasion of the fashion market.

The company will spend more than $2,500,000 for marketing in 1961, its agency, Hicks & Greist, told ADVERTISING AGE.

The budget will be divided four ways: (1) Among three different fashion campaigns for women's

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$6 Billion Billed by 677 Agencies in 1960; 41 Exceed $25,000,000

JWT Leads with $370,000,000 World Billings; Dentsu's $148,500,000 Is Tops Abroad; Benson Is High in Britain, MacLaren in Canada, McCann in Germany

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By John Crichton

NEW YORK, Feb. 23—In this issue of ADVERTISING AGE, the 1960 billings of 677 agencies are reported, a group which has aggregate billings of $6 billion. This is the largest total number of agencies ever reported. Of particular note is the large number of foreign agencies reported in this issue—197.

Last year we reported billings of 121 foreign agencies, and in 1958 we carried billings of 72 agencies whose home offices are in foreign countries. There are reasonably complete summaries of top agency billings in Canada, England, and West Germany in the issue.

The variation in billings reflected in the issue is a mirror of the agency business, with reports from agencies of more than $300,000,000 in billing to agencies billing less than $100,000.

■ This year, again, the international billings growth tended to outstrip domestic billing growth, a trend first noted by AA in 1958.

This year's billings report carries more giants—agencies billing $25,000,000 or more a year—than previous reports. There are 41 in this classification in 1960, against 39 in the previous year. In total they billed $3.3 billion, compared

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with $3.1 billion for 39 agencies in 1959.

In many of the agencies reported in this group, 1960 marked a year of decision—the decision to enter the international field. Sometimes they did it by merger, sometimes by purchase. But it is the trend to international expansion that runs like a scarlet thread through the fabric of the billings report. In some cases the agency's international billing far outstripped the domestic billing in rate of growth; in some cases *only* the international billing grew.

■ These giants of the agency business continue to dominate the advertising scene. On the whole, this year as last, their rate of domestic billing increase is modest.

The growth of the giants continues to be a postwar phenomenon. In 1960 there were 91 agencies billing $10,000,000 or more. This is virtually triple the number of 1946—31.

Of the giants, two bill more than $300,000,000; four bill more than $200,000,000; ten bill more than $100,000,000; 22 bill more than $50,000,000. In 1949 there were five agencies that billed $50,000,000 or more.

■ To repeat, this report reflects the growth of agencies by merger and by international expansion. Both trends seem likely to continue. Agencies that went abroad to England are talking to agencies in West Germany. Agencies that went to Canada are talking to agencies on the Continent. There is a pronounced interest in the vast Pacific, in booming Australia, and in the postwar renascence of Japan.

It seems equally clear that the trend to merger has neither been slowed by time nor by the depressing experiences some agencies have had in the process of acquisition. ADVERTISING AGE reported 128 mergers last year. The conversations go on, all across the country. From these mergers and acquisitions come new organizations. In the case of Interpublic (McCann-Erickson), it has produced three sets of agencies, a ring of satellite affiliates, a new international agency in Pritchard, Wood which will compete worldwide, and a new combination in Japan with Hakuhodo.

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Who's on First?

Q. Who's on first?

A. How do you figure?

■ In AA's billings report, two giant agencies have billings of more than $350,000,000 worldwide—J. Walter Thompson Co., traditional leader in billings, and McCann-Erickson, now organized as part of Interpublic Inc.

JWT is estimated to have billed $370,000,000 in total.
McCann, or Interpublic, billed $352,000,000 in total.
J. Walter Thompson billed $120,000,000 abroad.
Interpublic billed $102,000,000 abroad.

■ But JWT's international billings don't include $15,000,000 billed in Canada. These are included in Thompson's $250,000,000 domestic billings. Interpublic's $9,000,000 Canadian billing is included in its international billing.

Also, McCann-Marschalk, an independent agency subsidiary, is estimated to have billed $34,000,000 in 1960.

So, if Interpublic's McCann-Erick on and McCann-Marschalk billings are added, the total is $250,000,000. J. Walter Thompson's domestic billing (including Canada) is also $250,000,000. But add the $9,000,000 Canadian to McCann, and its combined domestic billing is $259,000,000. McCann, or Interpublic, would thus be first in U. S.-Canadian billing.

■ Then Interpublic would have international billing of $93,000,000. JWT now has $120,000,000 in international billing. If Canadian billing were added it would have $135,000,000.

McCann would also be first domestically if McCann-Marschalk billings were added, and JWT's Canadian billings removed. Then Interpublic would bill $250,000,000, and JWT $235,000,000. Or, finally, J. Walter Thompson Co. billed $235,000,000, McCann-Erickson $216,000,000 and McCann-Marschalk $34,000,000. All clear now? #

Last Minute News Flashes

Jacobsen Mfg. Talks to 17 Agencies

RACINE, Feb. 24—Jacobsen Mfg. Co., manufacturer of power mowers and other garden equipment, is reevaluating its advertising program and is talking to 17 agencies including its present one, Aves, Shaw & Ring, Chicago. The account is expected to bill more than $360,000 this year. Jacobsen, which had a 24% sales gain last year, expects to resolve the issue by April 15. Aves, Shaw has handled the account for the past six years.

(Additional News Flashes on Page 165)

End Ad Use of 'DC-8B,' CAB Orders Eastern

Only Manufacturer's Designation Can Be Used, Airline Told

WASHINGTON, Feb. 23—The Civil Aeronautics Board ruled today that Eastern Air Lines may continue using such phrases as "the jet with power to spare," but it has to stop advertising its super-powered DC-8s as DC-8Bs.

The board partially upheld a protest which had been filed by Delta Air Lines. Earlier a CAB hearing examiner had proposed to throw the Delta protest out entirely, because he found that Eastern's jets were really different and more powerful than the version flown by Delta and some other airlines.

The board said phrases like "the jet with power to spare" and "reserve power means dependability plus" are not deceptive, because the Eastern jets really are more powerful than Delta's version. But it banned the DC-8B designation on the ground that it was merely the invention of an adman, and is not the official designation of an aircraft registered with the Federal Aviation Agency.

■ CAB said the hearing record showed that all DC-8s have ample power, and that even Delta's witnesses conceded that Eastern's planes, with the JT-4 engine, exceed the minimum power requirements by more than Delta's.

While it is possible some members of the public might conclude that only Eastern's jets have power to spare, CAB said: "To require in advertising which is fully truthful a negation of all possible misinterpretations would put an insurmountable burden on the carriers."

■ The board, however, took a different view of the DC-8B issue. By inventing a designation for the jet which the manufacturer does not apply to it, CAB said, Eastern creates confusion and would undoubtedly involve competing carriers "in wasteful expenditure of funds, time and energy which might better be devoted to other activities in air transportation."

The board noted that Eastern was six weeks late in getting jets because it decided to wait for later models with the Pratt & Whitney turbojet JT 4A-3 engines.

Faced with the problem of offsetting Delta's lead, "its advertising agency decided to solve the problem by calling Eastern's DC-8 the 'DC-8B,' and commencing in December, 1959, the aircraft was so advertised," CAB said.

"Both before and during the advertising campaign," CAB noted, "Eastern sought to have the manufacturer—Douglas—so designate the aircraft, but Douglas finally declined to make 'DC-8B' the official designation or request the Federal Aviation Agency to issue a type certificate in that name."

■ CAB said the DC-8B designation could have no other intention than to imply that it is a manufacturer's designation for an improved model, and that, indeed, Eastern's advertising expert freely admitted that was the purpose of the use of the term.

"Since Douglas has not seen fit to distinguish Eastern's model from the DC-8 model by designating it a DC-8B, Eastern's use of the term 'DC-8B' is an intentional misrepresentation of fact," CAB decided. #

'N. Y. Times' Eyes West Coast Edition

NEW YORK, Feb. 23—The *New York Times* is eyeing the possibility of establishing a West Coast edition.

An appraisal of production, circulation, advertising and distribution potential in western states already is under way, it has been disclosed by Arthur Hays Sulzberger, publisher.

The move is aimed at making the *Times* more widely available on the day of publication, Mr. Sulzberger said. He stated that consideration of a western edition was prompted by success of the *Times'* international edition in Paris, established Oct. 20. A speedy tape and electronics link between the French capital and New York allows Europeans to read "today's *New York Times* today."

Mr. Sulzberger said that any future *Times* West Coast edition would supplement, rather than compete with, local newspapers. The news would be presented as reported in the *Times* in New York on the same day. #

TANDEM PUSH—*Toni Co. will use print and tv, beginning with this color page in the June issue of McCall's, to promote a tie-in with McCall's Patterns; a "Miss America Pattern Book" will be in each Toni kit; the booklet also includes instructions for eight hair styles. North Advertising is the agency.*

No Shift from Spot Ads Seen in Proposed Third TV Net in Britain

Advertisers Hope Competition Will Stem Trend to Higher Rates

By Mark Random

LONDON, Feb. 21—The committee under Sir Harry Pilkington, set up by the government to study future British radio and tv patterns, is expected to recommend that the proposed third tv network be financed by spot advertising.

Advertisers and agencies will be pleased if the recommendation materializes and is accepted. After five years of experience with "spots only" tv, they are sold on it. They have no desire for sponsored tv, American style, which is prohibited by law in Britain.

While there's argument as to who should operate the third network, no one has suggested that it should operate on a sponsored basis. It is likely to be run by an entirely new body. The BBC could hardly finance it without increasing the present $11.20 license fee, which is generally deemed too high already.

■ In the system now firmly established the transmission facilities of commercial television are government-owned and controlled by the Independent Television Authority (ITA). Program companies are franchised to operate them. The program companies provide the programs and sell time for the

(Continued on Page 173)

Mediocrity in Ads Is 'Fraudulent, Immoral,' Marsteller Tells Four A's

Not Dishonesty but Laziness Is Industry's Peril, Agency Exec Says

NEW ORLEANS, Feb. 21—Mediocre advertising was indicted as "immoral" in scathing terms last week by William A. Marsteller, board chairman of Marsteller, Rickard, Gebhardt & Reed, Chicago.

Dull ads—"vapid, bland, trite and tired" because their creators were not interested in them and did not exert themselves to the maximum extent of their ability—are, in effect, fraudulent, he said.

The greatest danger to advertising is not dishonesty practiced by the few (who can be policed), but the laziness of many, he said, adding that the men most likely to tear advertising's structure down are not in Cambridge or Washington but on Madison Ave. or Michigan Ave.

Speaking at the annual meeting of the southwest council of the American Assn. of Advertising Agencies, Mr. Marsteller warned against the philosophy of "big ideas for big dollars and little ideas for little dollars."

■ Mr. Marsteller also (1) denounced the idea of "multiple standards" for consumer and trade paper advertising, (2) made it clear he likes the present commission system of agency compensation and (3) told in detail how his agency fosters creativity.

"Is it morally right to have one standard of excellence for *Life* and another for *Factory;* one standard for a national advertiser and another for a retailer selling in the *Decatur Herald-Review*?" he asked.

"If we cannot do a good job for our clients on trade paper ads, or direct mail or local spots, we have no right to take their money for such assignments," Mr. Marsteller said.

Denying a recent statement by an agency president (unidentified) that talented writers and artists are not interested in trade advertising, he put the blame for this condition, where it exists, on the attitude of agency managements.

■ Mr. Marsteller also criticized an unnamed agency head for referring to business paper advertising in terms such as "the lowly trade paper ad."

"Is it lowly for the client who is paying the bill? Is it lowly to the customer engineer who looks to the trade paper for information? Or is it only lowly to men assigned to create it—made lowly

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Chicago Pepsi Bottler Leaves Hartman for BBDO

CHICAGO, Feb. 21—Pepsi-Cola General Bottlers of Chicago has officially transferred its entire account to Batten, Barton, Durstine & Osborn. Although the company's advertising budget is about $1,000,000, commissionable billings amount to approximately $100,000.

George H. Hartman Co. had handled the entire account for the Chicago bottler since last June, when it picked up the newspaper and outdoor portion of the account from Kenyon & Eckhardt. Before that time, Hartman had placed only radio and tv ads. Hartman had been on the account for eight years.

■ Pepsi-Cola General made the switch to BBDO because it wanted more creative depth in marketing services, AA learned.

The acquisition of the Chicago Pepsi operation leaves only one big independent bottler outside of the BBDO net—Pepsi-Cola United Bottlers of Los Angeles, at Young & Rubicam. This company is controlled by Bernard Rolin, onetime pr chief of Pepsi-Cola Co. #

Milk Assn. Names Gilmore

S. H. Gilmore, national merchandising director of Carnation Co., Los Angeles, has been named chairman of the marketing and public relations committee of the Evaporated Milk Assn., Chicago. He succeeds R. J. Piggott, advertising director, Pet Milk Co., St. Louis.

Bartell Buys Stock Control of Macfadden

Station Operator Puts up $1,500,000 for Magazine Empire

NEW YORK, Feb. 21—Bartell Broadcasting Corp. yesterday purchased Macfadden Publications.

In the deal, which first came to light two weeks ago (AA, Feb. 13), Bartell, which owns and operates a group of radio stations (WADO, New York; WOKY, Milwaukee; KYA, San Francisco; and KCBQ, San Diego), bought about 125,000 shares of Macfadden stock for $1,500,000 from a Macfadden management group of 21 persons headed by Irving S. Manheimer, president.

Although the 125,000 shares do not constitute a majority of the publishing company's stock, Bartell took over control by virtue of being the largest single stockholder. Macfadden has 400,000 shares of stock which are widely held.

■ At a special meeting of the Macfadden board yesterday, Gerald A. Bartell, president of Bartell Broadcasting, was elected president, publisher and chief executive officer of Macfadden, succeeding Mr. Manheimer, who becomes board chairman. Lee Bartell, exec vp of Bartell, was elected secretary of Macfadden. The two Bartells and Harry Averill, national sales manager of Bartell Broadcasting, were elected to the Macfadden board of trustees.

Gone from the Macfadden board are A. A. Whitford and Edward McSweeney. Mr. Whitford reportedly owned 1,000 shares of Macfadden and, as a board member, had been acting in the interests of Arnold Schwartz, whom he represents as investment counselor. Mr. Schwartz, it was said, sold his 20,000 shares of Macfadden to the Bartell group. Mr. McSweeney is a vp of Southland Paper Mills, Lufkin, Tex.

A source close to the stock sale said that Mr. Manheimer owned about 80,000 shares of Macfadden, about 40,000 of which were sold to Bartell. The same source indicated that the transfer of control to Bartell was hastened by Mr. Manheimer's recent decision that he'd "welcome some help" in the running of the Macfadden empire.

■ Besides the estimated 40,000 and 20,000 shares sold by Mr. Manheimer and Mr. Schwartz, respec-

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Allan J. Scott, vp in charge of account management, MacLaren Advertising Co., Toronto, advocates a government tax credit to encourage additional advertising in times of recession ..... **Page 12**

Mather & Crowther wins the 1961 Layton Trophy for the best British print ad of 1960 with an advertisement prepared for the National Milk Publicity Council ..... **Page 13**

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Culligan Inc., manufacturer, supplier and servicer of water softening and water conditioning equipment, will launch its 1961 national advertising campaign in March ..... **Page 26**

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Du Pont Shifts to Multi-Format Weekly TV Show

Advertiser Believes in Use of Combination of Spots, Sponsorship

WILMINGTON, Feb. 23—Bucking the trend toward the safe, formula-type program buy, E. I. du Pont de Nemours Co. will try to put some variety and excitement into Sunday night with an ambitious, no-definite-format series called "Du Pont Show of the Week." The telecast will be seen on NBC at 10 p.m., EDT, starting Sept. 17.

Budgeted at about $200,000 per hour production, the series will comprise dramas, musical variety and "actuality" (based on fact) productions. The buy calls for 40 shows over a 52 week period. Batten, Barton, Durstine & Osborn is the agency of record, but billings will be shared with N. W. Ayer & Son, which also will have some products on the program.

This new offering replaces "Du Pont Show of the Month" and the June Allyson dramas, both aired on CBS this season. NBC is packaging "Show of the Week," with Don Hyatt, of "Project 20" fame, and Irving Gitlin, NBC's ace public affairs producer, among the producers who will contribute to the series.

■ The Sept. 17 telecast probably will be a Hyatt musical variety production. Among the other shows planned: A pictorial history of the auto industry; a variety show from the London Paladium; a look at the world's most beautiful women, past and present; and a documentary called "Blueprint for Red Conquest."

Du Pont is a firm believer in a dual television approach—that is, a combination of regular programs with strong sponsor association and participation buys on a long list of other shows to meet seasonal needs and to appeal to different audience groups. A variety of products are advertised from time to time on about 25 to 30 ABC and NBC participation shows. The company will continue to use this kind of flexible tv.

The 1961 network tv budget is running slightly ahead of 1960, with total time and talent expenditures falling in the vicinity of $13,000,000 to $14,000,000. BBDO and Ayer are the company's only agencies for tv. #

McGlynn — Garroway — Lewis

DU PONT TOUR—*Dave Garroway was coached by William J. McGlynn and George Lewis, Du Pont admen, during his recent tour through the company's textile research laboratory near Wilmington, Del. Du Pont will promote its fibers on Mr. Garroway's "Today" show on NBC-TV, primarily during the peak spring and fall selling seasons.*

Decision Puts Truck-Rail Rivalry Back on Track, Supreme Court Says

Ruling Differentiates Lobbying Action from Restraint of Trade

WASHINGTON, Feb. 21—Carl Byoir & Associates and 24 eastern railroads were relieved of a $652,000 damage judgment today after the Supreme Court ruled that lobbying and public relations activity incidental to influencing legislation can't be treated as anti-trust violations.

In a unanimous verdict, which will be applied to other damage actions that have stemmed from rail-truck rivalry, the court said the Sherman Act was not intended to prevent two or more persons from getting together to influence legislation. The court said this is true even if they use deceptive tactics, such as operating under false names.

While the decision, by Justice Hugo Black, snaps at the ethics of pr operators in both camps, it wraps lobbying in a "public interest" cloak of unprecedented grandeur.

■ Unless citizens can express their views freely, Justice Black wrote, representative government can't operate. If the Sherman Act were used to prevent people from taking positions on matters in which they are financially interested, he said, government would be deprived of important sources of information, and the people would lose their right of petition in the very instances when that right would be of the most importance to them.

The case reached the Supreme Court after a federal district court upheld charges by the Pennsylvania Motor Truck Assn. and 40 of

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Let's Piggyback, Allied PR Suggests

NEW YORK, Feb. 22—Allied Public Relations, which handled the truckers in the dispute, perhaps the most famous in public relations annals, issued a brief statement through its president, John Dietrick, in which it expressed the hope that rail and truck leaders would revive the former Council of Eastern Railroad & Truck Operators. It suggested "piggyback" transportation as an area where immediate progress could be made.

Zenith Color TV Sets Bow in Fall

CHICAGO, Feb. 23—The long-awaited "breakthrough" in the sale of color tv sets may be appreciably closer with the announcement yesterday that Zenith Radio Corp. will market a color tv line next fall.

Zenith released no marketing particulars, but said the console models will probably sell for more than $600.

RCA, which now accounts for an estimated 95% of color tv set production, has estimated tint sales for 1960 at more than 150,000 sets, up 30% from 115,000 in 1959. This year, RCA predicts, more than 200,000 color sets will be sold.

The effect of the Zenith move will hinge largely on how strongly it promotes the color sets. In past years, Zenith has said that it would market a color receiver when color tv "becomes a real business."

■ Zenith said its line of "completely new and unique color tv receivers" will include a new tube developed by the company. The company did not say whether its tube-making subsidiary—Rauland Corp.—will manufacture the color tubes.

Hugh Robertson, Zenith board chairman, said complete details of the electronic innovations and styling will not be revealed until the sets are introduced in production quantities to Zenith distributors and dealers.

Other U.S. manufacturers who are marketing color sets, beside RCA, are Emerson-DuMont, Magnavox, Olympic and Packard-Bell.

Ad Manager Works Hard, Knows Lots, Makes $10,200, 'IM' Reports

San Francisco, L.A. Leap to Top as Ones Where Ad Managers Are Paid Best

CHICAGO, Feb. 21—"Basic knowledge of marketing and advertising, ability to work long and hard, and dogged determination and perseverance" are major factors in the professional advancement of today's successful industrial ad managers.

This comment was made by a 33-year-old, $11,700 per year ad manager, one of 316 respondents in a nationwide mail survey conducted last October by *Industrial Marketing*. Survey results are reported in a two-part article, the first instalment of which appears in the February issue of *IM*.

■ Based on median figures, here's a profile of today's typical industrial ad manager:

• **Personal characteristics:** He's 38, has been married for about 11 years, has two children, lives in a home worth $22,750, and owns one car, which is less than two years old. He's a college graduate with a degree in journalism and spends his spare time involved in do-it-yourself home improvement projects. In six out of ten cases he belongs to at least one professional organization—such as the Assn. of Industrial Advertisers—in order to "keep up with what's new" in his field.

• **Yearly income:** Ten months ago he got his most recent pay raise, which amounted to $600 per year, bringing his total 1960 income to $10,200. In 38% of the cases he gets a bonus, which amounts to $750

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Rising Media Costs Push Clothing Retailers into Direct Mail: Sheldon

Men's Wear Group Also Told It Should Use Newspapers Better

CHICAGO, Feb. 22—Nine out of ten men's wear stores use direct mail advertising, according to a survey released yesterday at the annual convention of the National Assn. of Retail Clothiers & Furnishers.

The survey was conducted last year among almost 400 stores by the Young Men's Group of NARCF, a unit for retailers 35 or younger.

"Increasing costs of other forms of advertising are focusing the attention of men's store management toward direct mail," said Roy G. Sheldon, chairman of the group.

■ Mr. Sheldon, of Sheldon Lasky Co., Dallas, said there is a higher percentage of acceptance through direct mail to a store's present customers than from any other form of advertising. But he added: "The most effective use of direct mail requires complete coordination of all advertising—windows, newspapers, radio and television."

The survey showed that, on the average, stores use about 30% of direct mail budgets for statement enclosures, and about 70% for separate direct mailings. Most direct mailing is done during sale periods, Mr. Sheldon reported.

■ Supporting another medium, Henry Bach, head of Henry Bach Associates, New York, said "many merchants just don't spend enough on newspaper advertising."

Mr. Bach was unable to come to Chicago because of the airline strike, but his prepared remarks

(Continued on Page 174)

New Capezio Ads Hail 'Liberty from Conformity for All'

NEW YORK, Feb. 21—Lamenting the "pea-pod philosophy where one young lady is distinguished from another only by the thickness of her eye-liner," Capezio Inc. is challenging its customers to non-conform this spring.

The campaign takes "unfettered freedom" as its theme, and pictures the Polka Dotta (the strange orange creature shown in all Capezio ads) wearing an ample Uncle Sam hat. The headline acclaims: "Hail Capezio! With liberty from conformity for all." The copy urges readers to write in for the Capezio Declaration of Independence which "dispatches the surly shackles of the status quo."

FREE SPIRIT—*The Polka Dotta is cast as the Patriot of Freedom in the current Capezio ad.*

The color page ad is running currently in the *New York Times Magazine*, *Seventeen* and *Vogue*.

■ The campaign is a continuation of the Capezio strategy of selling, not shoes themselves, but a blithe state of mind. Such a philosophy is proving to be a successful answer in a market where competition is frenetic and copying has been refined to the point that manufacturers themselves admit it is hard to distinguish one brand of shoe from another, the company reports.

The new promotion is explained to stores in "The Capezio Trumpet," which outlines display and ad suggestions.

Hockaday Associates is the agency. #

Epley Named Airtemp Ad Head; Routh Joins Grant on Airtemp

Lee Epley, formerly advertising manager of the Airtemp division of Chrysler Corp., Dayton, has been promoted to director of advertising and sales promotion.

Mr. Epley, with the division 20 years, succeeds Richard R. Routh Jr., who has joined the New York office of Grant Advertising as a vp. Mr. Routh will supervise the Chrysler Airtemp account at Grant.

Bird Creative Alters Name

Bird Creative Associates, Indianapolis, has changed its name to Bird Advertising.

National Gypsum Seeks Agency to Succeed BBDO

Conflict Cited by BBDO Is News to Armstrong Cork

BUFFALO, Feb. 23—National Gypsum Co. is looking for a new agency to succeed Batten, Barton, Durstine & Osborn, its agency since 1925.

The end to the 36-year relationship comes by "mutual agreement" due to a "conflict of client interests" which the agency brought to the company's attention. The account, now billing about $1,000,000, has been handled in recent years by the agency's Buffalo office.

BBDO said the nature of the client conflict was "one that we can't reveal at this time," but acknowledged it involved Armstrong Cork Co., a BBDO client since 1917.

■ At Armstrong, however, advertising officials told ADVERTISING AGE that they knew of no conflict and that they were unaware that National Gypsum was leaving BBDO. The agency handles only the flooring division of Armstrong, which would not appear to be in competition with National Gypsum products—Gold Bond building products and Wesco paints.

Armstrong's building products, which *are* in competition with National Gypsum, are handled by Ogilvy, Benson & Mather. And an Armstrong spokesman said there are no plans afoot to move these products from Ogilvy to BBDO.

BBDO will continue to service the National Gypsum account until its successor is chosen. The company expects the search to take some time. "We want to select a new agency very carefully, since we want to be with it just as long as we have been with BBDO," Bev Brower, advertising director, told AA.

The company is sending letters to 15-20 agencies, asking whether they are interested in the account.

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104	Abrams & Bogue	267,255
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104	Edmard A. Adler & Associates	65,000
104	Herbert B. Adler Advertising	57,668
104	Ad-ventures Inc.	189,500
104	Advertising Agency Associates	174,000
94	Advertising Associates	1,105,680
104	Advertising Center	184,000
104	Advertising & Public Relations Consultants	260,643
150	Agricultural Information Service	82,220
75	Aitkin-Kynett	*13,000,000
104	R. H. Alber Co.	932,483
104	Altman-Hall Associates	607,915
104	AMS Advertising Agency	246,700
94	Merrill Anderson Co.	2,290,900
104	Andrews Co.	426,399
104	Ardee Associates	470,000
104	Donald L. Arends	500,640
75	Arndt, Preston, Chapin, Lamb & Keen	10,200,000
94	Arnold & Co.	1,844,984
104	Aron & Shore Advertising	412,000
106	Robert Aronson Associates	492,426
106	Ashby & Associates	338,668
94	Associated Advertising Agency	1,496,000
75	Aubrey, Finlay, Marley & Hodgson Inc.	10,000,000
106	Axelsen Advertising	360,070
40	N. W. Ayer & Son	*110,000,000
94	Aylin Advertising Agency	1,783,986
86	Baker Advertising Agency	6,680,000
96	Herbert Baker Advertising	2,200,000
75	G. M. Basford Co.	16,300,000
40	Ted Bates & Co.	119,300,000
54	Batten, Barton, Durstine & Osborn	232,540,000
106	B & B Promotion Service	47,100
106	Fred R. Becker Advertising Agency	417,925
106	Beltaire & Hull	312,435
96	Louis Benito Advertising	1,001,581
86	Victor A. Bennett Co.	*6,000,000
106	Bentley, Barnes & Lynn	440,010
54	Benton & Bowles	114,000,000
106	Berghoff Associates	600,000
75	Gordon Best & Co.	11,100,000
75	Biddle Advertising Co.	10,900,000
96	Bishopric/Green/Fielden	4,124,719
106	Black, Little & Co.	833,400
106	Bogorad & Ehrhardt	260,000
106	Bonfield Associates	978,189
96	Bonsib Inc.	1,412,782
86	Botsford, Constantine & Gardner	7,606,500
96	Charles Bowes Advertising	1,928,145
76	Bozell & Jacobs Inc.	20,700,000
106	Braco Associates Advertising	272,000
106	Arthur Braitsch Advertising	136,300
96	Breithaupt, Milsom & Benson	4,638,000
106	R. C. Breth Inc.	295,313
106	Bridges-Sharp & Associates	520,150
96	S. M. Brooks Advertising	1,748,712
54	D. P. Brother & Co.	*32,500,000
106	Brian E. Brown Advertising	120,000
106	Perry Brown Advertising	378,100
76	Buchen Advertising Inc.	12,000,000
106	Buckfire & Co.	155,100
86	Burdick & Becker	7,457,455
106	David K. Burnap Inc.	603,580
54	Leo Burnett	116,717,000
106	Burr Agency	313,875
96	Ad Busch Inc.	1,168,587
96	Robert K. Butcher & Associates	1,166,800
106	Kenneth B. Butler & Associates	636,525
106	Buxton Advertising	694,760
96	Byer & Bowman Advertising	3,145,290
106	Byrne Advertising Agency	69,744
106	Cady-Oliver Foltz	91,360
96	Joseph F. Callo Inc.	1,182,086
96	J. M. Camp & Co.	2,200,000
54	Campbell-Ewald	95,000,000
54	Campbell-Mithun	50,000,000
96	Cargill, Wilson & Acree	4,552,720
106	Caswell Advertising Agency	138,422
96	Cayton Inc.	3,925,000
97	Barnes Chase Co.	3,932,280
106	Chesapeake Advertising	400,000
76	Chirurg & Cairns	11,000,000
97	Clark & Bobertz	3,590,505
97	Sidney Clayton & Associates	1,315,164
54	Cockfield, Brown & Co.	28,500,000
86	Cohen & Aleshire	*9,000,000
86	Cole, Fischer & Rogow	8,460,000
86	Cole & Weber	6,825,012
54	Compton Advertising	80,000,000
106	Allan Copeland & Garnitz	751,426
106	Cose Advertising	105,500
76	Cramer-Krasselt Co.	11,000,000
106	Roy F. Cratty Agency	212,524
106	Creative Advertising	853,895
54	Cunningham & Walsh	54,500,000
58	Dancer-Fitzgerald-Sample	100,700,000
76	Daniel & Charles Inc.	13,100,000
58	D'Arcy Advertising	*80,000,000
106	David Inc.	300,000
106	W. N. Davidson Advertising Agency	238,390
97	Davis, Johnson, Andersen & Colombatto	2,170,600
97	Davis, Parsons & Strohmeier	1,311,077
97	Wesley Day & Co.	1,101,031
97	Denman & Baker	1,108,141
97	de Garmo Inc.	1,121,374
106	Dickerman Advertising	498,000
106	Direct Advertising Co.	350,000
106	Pat Dodson Advertising	201,336
58	Doherty, Clifford, Steers & Shenfield	28,300,000
58	Donahue & Coe	33,600,000
76	W. B. Doner & Co.	20,000,000
76	Doremus & Co.	17,100,000
97	John L. Douglas & Associates	1,254,433
108	Charles F. Dowd Inc.	230,192
97	John C. Dowd Inc.	4,200,000
60	Doyle Dane Bernbach	46,380,000
97	Duncan-Brooks	1,289,310
108	Maynard L. Durham & Associates	104,941
108	Eldridge Co.	392,930
76	Ellington & Co.	17,700,000
108	Ray Ellis Advertising	760,000
98	Enyart & Rose Advertising	1,650,000
60	Erwin Wasey, Ruthrauff & Ryan	60,400,000
108	George Eschbaugh Advertising	175,786
62	William Esty Co.	*83,000,000
108	Paul F. Etrick & Associates	30,000
108	Faber Advertising	442,000
98	Fairfax Inc.	4,500,000
108	Rex Farrall Inc.	68,359
98	Farson, Huff & Northlich	3,801,094
98	Vance Fawcett Associates	1,832,562
98	Feeley Advertising Agency	1,500,000
108	Nathan Fein Inc.	762,000
108	Felt Advertising	101,350
88	Lawrence Fertig & Co.	*8,000,000
98	Fessel, Siegfriedt, Dooley & Moeller	1,867,100
98	Albert Finkle Co.	1,174,254
98	Peter Finnen & Co.	1,042,725
98	Fischbein Advertising	1,335,000
98	M. M. Fisher Associates	1,750,000
76	Fitzgerald Advertising Agency	*14,000,000
108	Fletcher, Wessel & Enright Advertising	649,023
108	Harold E. Flint & Associates	939,357
62	Foote, Cone & Belding	*99,600,000
88	Foster Advertising	9,600,000
108	Fradkin Advertising	190,000
76	Albert Frank-Guenther Law Inc.	20,500,000
76	Clinton E. Frank Inc.	16,000,000
98	Jones Frankel Co.	1,625,000
108	Friend-Yeomans Co.	141,750
76	L. W. Frohlich & Co.	*18,500,000
98	Harry M. Frost Co.	2,393,353
62	Fuller & Smith & Ross	49,300,000
63	Gardner Advertising Co.	42,500,000
98	Garfield-Linn & Co.	2,280,000
88	Gaynor & Ducas	6,100,000
98	W. B. Geissinger & Co.	2,010,311
108	General Advertising Agency	613,881
98	Gerth, Brown, Clark & Elkus	1,986,000
98	Getz & Sandborg	1,591,443
63	Geyer, Morey, Madden & Ballard	32,116,971
88	Bert S. Gittins Advertising	5,136,000
98	Givens-Davies Advertising Agency	1,022,780
108	L. J. Globus	290,128
98	Godwin Advertising Agency	1,778,018
108	Richard Goff & Associates	103,016
110	Goodis, Goldberg, Dair	875,900
110	Rune Goranson Co.	518,385
88	Gotham-Vladimir Advertising	*6,250,000
98	Gould, Brown & Bickett	1,299,494
98	Gourfain-Loeff Inc.	2,432,900
110	Gramercy Advertising Co.	570,100
66	Grant Advertising	32,000,000
98	M. L. Grant Inc.	1,250,000
110	Grant & Kurland	268,100
110	Ted Gravenson Inc.	810,566
76	Gray & Rogers Advertising	14,600,000
88	Monroe Greenthal Co.	6,126,000
68	Grey Advertising Agency	51,750,000
110	H. Grider Advertising	484,698
76	Griswold-Eshleman Co.	*12,000,000
110	Grosberg, Pollock & Gwartzman	791,410
98	Charles Anthony Gross Advertising	1,725,740
76	Guild, Bascom & Bonfigli	15,100,000
110	Guldberg Advertising	344,685
76	Lawrence C. Gumbinner Advertising Agency	22,100,000
98	Gumpertz, Bentley & Dolan	1,027,402
98	Robert Haas Advertising	2,340,000
110	Hall & Floyd Advertising	112,732
98	Hall, Haerr, Peterson & Harney	3,300,000
110	Harbert Associates	176,000
150	Harris & Weinstein Associates	600,314
98	Lester Harrison Inc.	4,268,000
110	Howard A. Harkavy Inc.	803,000
110	M. W. Hartung & Associates	682,689
110	Saul Haupt Advertising	9,500
110	H. W. Hauptman Co.	547,984
110	Havranek Advertising Associates	192,226
100	Harvey & Thomas	1,432,716
88	F. H. Hayhurst Co.	8,712,000
110	Healy Advertising Agency	979,000
110	Hemsing Advertising	137,368
88	Henderson Advertising Agency	*6,000,000
88	Henri, Hurst & McDonald	7,500,000
100	Al Herr Advertising	2,200,000
100	J. M. Hickerson	2,207,106
76	Hicks & Greist Inc.	11,200,000
110	Howard H. Hilton Advertising	515,000
88	Hixson & Jorgensen	9,338,000
100	Hoefer, Dieterich & Brown	1,802,626
110	Ralph Hobbs Associates	520,000
110	Hodes Advertising	356,100
110	E. T. Holmgren Inc.	597,000
78	Honig-Cooper & Harrington	16,600,000
110	Hood, Light & Geise	297,455
114	Lloyd S. Howard Associates	783,250
114	Howard-Edinberg Associates	129,357
110	Shelton R. Houx Advertising	155,654
78	Charles W. Hoyt Co.	12,000,156
114	Hubbell Advertising Agency	411,112
114	Thomas J. Hubert Advertising	156,770
100	Huot Advertising	2,118,763
100	Hutchins Advertising Co.	4,560,193
114	International Advertising Co.	178,000
68	Interpublic Inc. (McCann-Erickson)	216,000,000
114	Jacobson Advertising Inc.	225,000
114	William E. Jary Co.	382,163
100	Jefferson Advertising Agency	1,418,625
114	Don Jenner Advertising	213,693
100	Jennings & Thompson Advertising	1,693,000
88	Johnson & Lewis	6,872,575
114	Jonethis-Larson Advertising	649,362
88	Jordan, Sieber & Corbett	5,360,000
114	Judd Advertising Co.	430,164
78	Kastor, Hilton, Chesley, Clifford & Atherton	18,300,000
114	Katzif-George-Wemhoener Advertising	548,000
114	Gerald Keller Co.	250,000
92	Don Kemper Co.	5,000,000
114	Kennedy-Hannaford	641,097
68	Kenyon & Eckhardt	92,900,000
100	Kerker-Peterson	2,221,000
71	Ketchum, MacLeod & Grove	33,200,000
82	Keyes, Madden & Jones	20,000,000
82	Klau-Van Pietersom-Dunlap Inc.	11,200,000
100	Koehl, Landis & Landan	2,410,000
114	Albert A. Kohler Co.	506,928
114	Russell Kolburne Inc.	455,300
100	Kraft, Smith & Ehrig	1,021,205
114	Henry B. Kreer & Co.	700,000
114	Kreicker & Meloan	710,718
71	Kudner Agency	25,700,000
114	Kuswa-Greene & Associates	400,102
114	Lake Advertising	68,365
118	Laura Lambe Advertising	101,167
82	Lambert & Feasley	18,900,000
100	Lamport, Fox, Prell & Dolk	1,000,820
100	Lando Advertising Agency	3,064,850
92	Lang, Fisher & Stashower	*6,100,000
118	Raymond I. Lang Advertising	213,197
118	Lansdale Co.	400,000
82	C. J. LaRoche & Co.	15,600,000
118	Laurel Advertising Inc.	986,400
118	Laux Advertising	514,694
100	Lavidge, Davis & Newman	2,200,000
100	Leber & Katz	2,700,000
118	Murray Leff & Co.	118,800
82	Al Paul Lefton Inc.	19,000,000
118	Lenhart & Co.	212,721
71	Lennen & Newell	87,000,000
100	Lescarboura Advertising	1,300,000
118	Max Levine Agency	160,000
92	Lewis & Gilman	5,200,000
100	Carr Liggett Advertising	3,500,000
100	Lilienfeld & Co.	3,132,700
92	Liller, Neal, Battle & Lindsey	6,631,000
118	Lindeman Advertising	621,315
118	Litman-Stevens & Sher	546,679
118	Livingston & Associates Inc.	487,473
118	Longden-Regan Ad Service	151,145
118	Lookout Advertising Agency	507,836
82	James Lovick & Co.	17,000,000
100	Lubell Advertising	2,111,752
100	Luckoff & Wayburn	3,275,532
92	Earle Ludgin & Co.	*5,700,000
92	MacFarland, Aveyard & Co.	*8,300,000
72	Maclaren Advertising Co.	30,320,000
118	MacLaughlin Advertising Agency	89,505
72	MacManus, John & Adams	53,324,967
118	Madison Advertising Agency	275,200
118	Maercklein Advertising Agency	730,000
118	Mahool Advertising	500,000
100	Malcolm-Howard	2,000,000
100	Manchester & Kreer	1,000,000
92	Richard K. Manoff Inc.	5,100,000
82	Marsteller, Rickard, Gebhardt & Reed	*11,500,000
118	Martin Associates	372,918
118	Arnie Matanky	77,540
82	J. M. Mathes Inc.	18,200,000
118	Jack Mathis Advertising	245,000
72	Maxon Inc.	31,000,000
118	Don May Advertising	498,860
82	William Douglas McAdams Inc.	*16,500,000
92	McCarty Co.	6,000,000
82	McConnell, Eastman & Co.	*10,000,000
118	John J. McCormack Advertising	562,252
118	R. J. McFarlin & Co.	130,000
82	McKim Advertising	*14,700,000
100	Harris D. McKinney Inc.	2,012,700
118	McNeill, McCleery & Cochran	938,000
118	Ellison L. Meier Advertising Agency	261,000
82	Meldrum & Fewsmith	13,500,000
118	Mellor Advertising	229,847
100	Richard N. Meltzer Advertising	4,253,600
100	Melvin Co.	1,145,516
100	George T. Metcalf Co.	1,675,738
92	Arthur Meyerhoff Associates	9,821,634
118	Michener Co.	802,193
92	Miller Advertising	5,515,000
118	Miller, Jordan & Herrick	909,390
118	Paul M. Miller Co.	47,700
82	Mogul Williams & Saylor	19,000,000
118	Mohawk Advertising	140,424
100	Richard G. Montgomery & Assoc.	1,400,000
118	Morse Advertising	198,174
118	Moss Associates	715,044
100	Mullican Co.	1,233,267
118	Ellis Murphy	170,750
92	John F. Murray Co.	5,000,000
118	Nationwide Advertising Service	150,000
120	Nattall & Maloney	894,355
120	Neals, Roether, Hickok	758,479
120	Neds & Wardlow Advertising Agency	353,818
102	Needham & Grohmann	3,962,700
72	Needham, Louis & Brorby	42,454,922
120	Bill Newkirk & Associates	266,750
102	Newmark's Advertising Agency	1,410,000
102	Newmark, Posner & Mitchell	2,255,000
120	NKR Advertising	760,000
72	Norman, Craig & Kummel	33,800,000
82	North Advertising Inc.	14,500,000
72	Ogilvy, Benson & Mather	34,026,578
120	Ormsby Advertising	125,000
120	Arthur Otis Advertising	35,471
92	Robert Otto & Co.	5,500,000
120	Jack Packard Advertising	583,180
102	Palm & Patterson	4,313,020
92	T. N. Palmer & Co.	6,839,035
120	Parker Advertising	200,061
82	Parkson Advertising	15,000,000
120	Parson, Friedmann & Central	903,700
120	Maurice Paulsen Advertising	432,898
102	Peitscher, Janda/Associates	1,526,666
122	Richard Pennington Advertising	125,487
102	Phillips & Cherbo	1,904,000
122	Phillips-Robbins	157,285
122	Pickering Advertising Agency	304,340
122	Pike & Becker	335,500
122	Elton M. Plant Advertising	321,985
122	Pollock, Loth & Lowe	346,922
82	Potts-Woodbury Inc.	10,200,000
102	Powell, Schoenbrod & Hall Adv.	2,148,902
122	Presba, Muench Inc.	725,000
122	Proctor Advertising	145,000
122	Kenneth Rader Co.	850,000
82	Reach, McClinton & Co.	22,700,000
122	Read Brothers Advertising	310,000
84	Knox Reeves Advertising	12,400,000
102	Remington Advertising	1,704,926
122	Banning Repplier Advertising Agency	317,403
102	Reuter & Bragdon	1,251,204
122	Revere Advertising	623,379
72	Fletcher Richards, Calkins & Holden	29,742,000
122	Richardson, Thomas & Bushman	844,792
122	Cappy Ricks & Associates	604,738
122	Fred Riger Advertising Agency	499,704
102	Rives, Dyke & Co.	2,726,775
122	H. Roberts Advertising	92,000
102	Robertson Advertising	2,177,636
92	Roche, Rickerd & Cleary	5,177,273
122	J. Daynor Roman Advertising	43,753
84	Ronalds-Reynolds & Co.	10,300,000
122	Root Advertising Agency	61,917
102	Irving J. Rosenbloom & Associates	4,100,000
122	Gordon Rosholt & Co.	155,559
84	Ross Roy-B.S.F.&D.	23,900,000
84	Rumrill Co.	12,200,000
122	Sabin Advertising	180,000
92	Sackel-Jackson Co.	*9,000,000
122	Ed St. Aubin Associates	486,969
122	Saks & Grinnell	89,879
122	M. L. Samson Co.	392,832
102	Sanger-Funnell	1,515,380
122	Saunders, Wilcox, Bell Inc.	285,750

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102	E. J. Schaeffer & Associates	1,109,500
122	Charles M. Schoof Advertising Co.	233,400
92	Schram Advertising Co.	5,162,818
122	Mark Schreiber Advertising	907,982
102	M. B. Scott Inc.	1,714,000
92	R. Jack Scott Inc.	5,350,000
122	Ken Seitz & Associates	981,792
122	James C. Seix Co.	715,000
122	Shaffer, Lazarus & Lashay	535,450
102	Shaller-Rubin Co.	2,552,000
92	John W. Shaw Advertising	9,000,000
122	William E. Sheppard Advertising	92,000
122	Sherman Advertising Agency	218,000
102	Shevlo Inc.	3,062,325
124	Snow & Depew Inc.	614,165
124	Shumway & Carman	251,600
102	Simons-Michelson Co.	3,000,000
94	Kennedy Sinclaire Inc.	6,835,000
124	James L. Smith Advertising Service	14,038
102	Smith & Dorian	2,200,000
124	Southern Wisconsin Advertising	20,340
124	E. L. Speer Advertising	233,000
124	Spooner & Kriegel	727,968
124	Clayton A. Stahlka Advertising	271,000
94	Stanfield, Johnson & Hill	9,300,000
102	Stern, Hayes & Lang	1,021,597
102	Stern, Walters & Simmons	3,031,181
124	Steven-Bartingale & Associates	310,000
102	James A. Stewart Co.	1,328,712
124	Strandberg & Associates	181,550
94	Street & Finney	8,000,000
124	Studio Advertising Workshop	43,250
94	Sudler & Hennessey	8,353,004
72	Sullivan, Stauffer, Colwell & Bayles	56,000,000
124	L. J. Swain Advertising	284,000
102	Howard Swink Advertising Agency	2,244,625
102	Symonds, MacKenzie & Co.	3,371,586
124	Tames Advertising Agency	334,000
72	Tatham-Laird Inc.	36,100,000
124	Tell Advertising Agency	500,000
124	Karl Thall Advertising	68,123
124	Charles P. Thobae & Associates	214,309
72	J. Walter Thompson	*250,000,000
124	Ray Thompson & Associates	257,400
102	Arthur Towell Inc.	1,146,326
124	R. S. Townsend Inc.	404,079
124	Tri-State Advertising Co.	421,118
124	Truppe, LeGrave & Reynolds	700,000
104	O. S. Tyson & Co.	4,800,000
124	Ubel Brothers Agency	24,722
104	Van Brunt & Co.	1,500,000
94	VanSant, Dugdale & Co.	9,615,203
104	Paul Venze Associates	1,400,000
104	M. Belmont Ver Standig	3,910,500
84	Vickers & Benson	14,200,000
74	Wade Advertising	26,740,000
124	George J. Walsh & Co.	874,680
124	Ward Frojen Advertising	548,197
84	Warwick & Legler Inc.	23,000,000
124	Webster-Harris-Weibron Advertising	495,823
124	Weekley & Valenti	997,500
84	Edward H. Weiss & Co.	16,900,000
124	Wendt Advertising Agency	471,546
94	Wermen & Schorr	*7,000,000
124	Wertheim Advertising Agency	391,720
94	Wesley Associates	7,558,543
124	G. Bruce West Advertising	172,221
124	Weston Associates	594,737
94	Wexton Advertising	6,003,855
104	White & Shuford Advertising	1,618,899
104	Wildrick & Miller	2,168,438
124	Wilkinson Advertising	90,000
126	Herbert Willis & Associates	673,466
94	Robert E. Wilson Inc.	5,958,204
104	Thomas C. Wilson Advertising	1,133,000
126	Wiltse & Co.	281,855
94	Winius-Brandon Co.	*5,000,000
126	Lloyd F. Wood Associates	132,000
126	Wright Advertising Agency	345,425
104	Wyatt Advertising	1,197,034
104	Wyman Co.	1,000,000
126	Chris Yaneff Ltd.	420,900
74	Young & Rubicam	*212,000,000
126	Zam & Kirschner	884,569
126	Zeeland Alvertising Agency	87,000

British Agency Index

126	Arks Publicity	2,300,000
127	Armstrong-Warden Ltd.	2,476,986
127	Alfred Bates & Son	3,600,000
127	Batten, Barton, Durstine & Osborn Ltd.	9,061,077
127	S. H. Benson Ltd.	47,600,000
127	Benton & Bowles Ltd.	5,880,000
127	Clifford Bloxham & Partners	5,667,374
130	T. B. Browne Ltd.	*3,400,000
130	Basil Butler Co.	3,080,000
130	Samson Clark & Co.	*5,100,000
130	John Collings & Partners	197,960
130	Colman, Prentis & Varley	42,000,000
130	Crane Advertising	2,827,916
130	W. S. Crawford Ltd.	15,585,307
130	Arthur S. Dixon Ltd.	2,372,901
131	Dorland Advertising	10,685,982
131	Erwin Wasey, Ruthrauff & Ryan	23,010,400
131	Everetts Advertising	6,597,548
131	Foote, Cone & Belding Ltd.	15,991,030
131	Robert Freeman Co.	3,622,000
131	William Furness Ltd.	388,243
134	Garland-Compton Ltd.	5,560,086
134	John Haddon & Co.	5,600,000
134	Hausman Advertising	1,022,000
134	Charles W. Hobson	3,545,732
134	Hobson, Bates & Partners	10,061,861
134	A. N. Holden & Co.	2,089,774
134	Hyde & Partners	639,702
134	Legget, Nicholson & Partners	4,776,604
134	Lintas Ltd.	11,000,000
134	London Press Exchange	44,847,849
134	Lonsdale-Hands Organization	16,272,928
134	Masius & Fergusson Ltd.	20,510,202
134	Mather & Crowther	25,200,000
134	McCann-Erickson Advertising	13,920,228
134	Napper, Stinton & Wooley	6,938,960
136	Nicholls Dorrity Advertising	949,200
136	Notley Advertising	10,501,400
136	Osborne-Peacock Co.	10,302,863
136	Allardyce Palmer Ltd.	4 200 000
136	S. C. Peacock Ltd.	7,577,290
136	Alfred Pemberton Ltd.	8,581,588
136	F. C. Pritchard, Wood & Partners	12,536,823
136	Rex Publicity	3,556,000
151	F. John Roe Ltd.	2,940,000
136	G. S. Royds Ltd.	11,110,000
136	Rumble, Crowther & Nicholas	*3,750,000
127	Saward Baker & Co.	6,970,692
136	Service Advertising	12,229,835
136	Robert Sharp & Partners	3,437,481
137	Smiths Advertising Agency	3,500,000
137	Spottiswoode Advertising	4,779,600
137	TGA Co.	3,273,200
137	J. Walter Thompson Co., Ltd.	42,560,000
138	Cecil Turner Ltd.	616,000
138	C. Vernon & Sons	5,992,000
138	Young & Rubicam Ltd.	*19,000,000

Other Foreign Agencies

PAGE	AGENCY	BILLING
146	Ace Advertising Agency	771,155
151	Advertising International	800,000
144	Aiyars Advertising & Marketing	300,000
140	Agencia Eureka de Publicidad	240,000
144	Alector Advertising Agency	600,000
146	Alfsen & Becker	2,000,000
140	All Brazil Publicidade	92,000
148	Allmanna Annonsbyran	5,500,000
148	Wilh. Anderssons Annonsbyra	5,067,100
142	Publicidad Arregui	796,450
146	Asahi Advertising Agency	5,360,000
146	Gordon Lewensohn Aylon Ltd.	400,000
148	Azor S.L. de Publicidad	380,000
148	Publicidad Badillo	3,344,338
144	Bauer Ltd.	247,198
138	Berg, Henderson & Co.	2,025,000
142	Bergenholz & Arnesen	1,350,000
148	Bernstein, Wilson & Robinson	966,600
138	Bodden & Dechy	2,105,000
142	Hans W. Brose	*4,000,000
142	Busskamp & Koch	*2,000,000
148	Clarin Publicidad	600,000
144	Clarion Advertising Services Private Ltd.	1,500,000
138	John Clemenger Pty Ltd.	2,250,000
148	Publicidad Climaz	500,000
146	CPV Italiana	7,000,000
146	George J. Cueto	521,000
146	Trygve Dalseg & Co.	870,000
148	Danis Publicidad Tecnica	1,250,000
146	Publicidad D'Arcy	2,033,400
148	Dordo S.A. de Publicidad	430,500
140	Denison Propaganda	1,300,000
146	Dentsu Advertising	148,582,229
146	Dillon-Cousins	2,000,000
144	Domas	600,000
138	Dorland	940,000
142	Dorland S.A.	3,300,000
142	Dorland-Werbeorganisation	*5,000,000
142	Publicite R.L. Dupuy	10,000,000
142	E. D. I. P.	2,300,000
142	Elvinger S.A.	10,200,000
140	Empresa de Propaganda Publictec	*1,800,000
138	Rodney H. Evans Advertising	2,076,887
148	Ervaco Advertising	5,700,000
146	Falcon Advertising Agency	1,094,222
148	Dr. Rudolf Farner Marketing & Advertising Agency	5,143,000
146	Forende Annonsebyraer	2,900,000
138	Fortune (Aust.) Pty Ltd.	3,000,000
140	Alberto H. Garnier Ltda	355,000
146	Publicidad General	1,250,000
142	GfA-Geselschaft fur Absatzberatung	*1,500,000
151	Gunther & Black	2,750,000
138	Hager Gesellschaft	1,800,000
148	Publicidad Gisbert	1,200,000
144	Gnomi	416,000
144	Grecca Advertising and Marketing	1,050,000
142	Dr. Grupe & Co.	4,000,000
148	Gumaelius	8,900,000
146	Gumaelius og Reklames Annonsebyra	950,000
146	Hakuhodo Inc.	30,000,000
138	Berry Currie Hawkins Pty Ltd.	*4,000,000
144	Hellenic Advertising	750,000
142	Heumann	*9,000,000
148	Highley Advertising	920,855
151	Publicidad Huerta	60,000
140	Inter-Americana de Publicidade	*2,000,000
138	International Advertising Service	1,625,000
138	Internationale Werbegesellschaft	1,350,000
146	Kroupensky Publicidad	1,500,000
146	Kyodo Advertising Co.	7,894,736
142	Oy Liikemainonta	1,600,000
142	Lintas, Hamburg	*12,500,000
146	Publicidad Lowder	600,000
142	Oy Mainos Taucher Reklam	3,200,000
146	Man-Nen-Sha Inc.	19,600,000
138	Publicite Marechal	420,000
151	Marklin Advertising	410,000
146	Hou Maet Reclame Adviesbureau	1,200,000
142	Markenwerbung Arie Van der Plaat	*2,000,000
151	Marklin Advertising	410,000
142	H. K. McCann GMBH	*22,000,000
140	McCann-Erickson	*9,000,000
140	P.A. Nascimento-Acar Propaganda	1,170,000
144	Neufa GMBH	*1,000,000
140	Norton Publicidad	*3,300,000
146	Hoydahl Ohme	2,300,000
151	Noble Advertising	5,949,260
138	Noel Paton-Warwick Advertising Services	2,585,000
138	George Patterson Pty Ltd.	11,250,000
146	Philippine Advertising Counselors	1,818,200
148	Philprom Inc.	1,225,000
146	Prad N.V.	5,650,000
151	Publicidad Huerta	60,000
138	Pueyrredon Propaganda	4,575,000
140	Standard Propaganda	*4,000,000
140	E. P. Luna Publicidade	250,000
140	J.M.M. Publicidade	1,015,000
142	Publicis S.A.	14,000,000
146	Omnia Publicita	2,640,000
146	Publicite Information Moyen-Orient (PIMO)	400,000
140	Publicontrol	2,500,000
146	Radar Publicita	3,500,000
148	Ruesca Publicidad	1,080,000
142	D.E. A. Keklamebureau for Danske Erhverv	691,666
146	Saab Advertising Service	204,345
146	Sanshodo Advertising Agency	3,330,000
142	Oy Seitsenmainos	900,000
148	S.E.P. Agency	281,410
146	Servicios Mykland Arosemena	264,000
146	S.I.R.P.I.	5,541,000
146	Smit's Reclame-Advies en Servicebureau	4,300,000
146	SUR Publicidad	600,000
148	Sven Rygaards Annonsbyra	2,155,000
148	Svenska Telegrambyran	10,250,000
142	Synergie-Publicite & Propagande	9,800,000
151	Tessab Annonsbyra	3,460,000
140	J. Walter Thompson	*6,000,000
144	J. Walter Thompson GMBH	*14,500,000
142	Ulrichs Reklamebureau	600,000
148	Van Zijl & Van Zijl	5,000,800
140	Publicidad Velox	186,400
142	Von Holzschuher & Bauer	*2,000,000
144	Werbeagentur Achim Aschke	*2,500,000
144	Werbeagentur Gunter Blase	*2,500,000
144	Werbeagentur Dr. Hegemann	*11,900,000
138	Heinz J. Scheichelbauer Werbeagentur	510,000
144	Werbeagentur Hubert Schnabel	370,000
144	Werbeagentur Lorz	*1,000,000
144	Troost Werbeagentur	*9,000,000
144	Westag Werbeagentur	6,900,000
144	Werbeagentur Wundrich-Meissen	*3,000,000
148	Werbe Agentur Dr. Ruperti	412,000
144	Werbebau Heilig & Simon	*2,000,000
144	Die Werbe Essen	*6,500,000
144	Carl Gabler Werbegesellschaft	9,600,000
144	Werbe-Gramm	7,950,000
144	Werbe-Liebald	5,000,000
144	Werbetechnik Hermann Bruder	*2,000,000
144	CLAR-Werbung	*2,500,000
144	D. Frenz-Werbung	*1,500,000
144	GEFI-Werbung Werner Volckmann	*1,000,000
144	Werbung GMBH	*2,400,000
144	Rolf Ruhle Werbung	*2,000,000
148	West Indies Advertising	2,141,034
144	William Wilkens Wirtschaftswerbung	*7,500,000
138	Yuste Publicidad	1,765,000
144	Young & Rubicam	*2,800,000

*Estimated by AA

Banks to Invest $180,000,000 in Ads in '61: ABA

NEW YORK, Feb. 22—Advertising expenditures of commercial banks in the U.S. during 1961 will reach $180,000,000, the American Bankers Assn. predicted on the basis of a survey just completed by its advertising department.

Ad budgets are $8,000,000 higher than a year ago, the survey showed. The association noted that this is a continuation of an upward trend that began 16 years ago.

Ad spending planned for this year is $137,000,000 higher than the aggregate bank advertising budget in 1951, the association said.

The survey of 3,536 banks—26% of the ABA's commercial bank membership—showed that 48% of the responding banks expect to spend more for advertising than they did last year; 38% plan to spend an equal amount; and 14% expect to spend less.

■ Newspapers were the banks' first choice among media, with 3,080 replies giving it first place. Lobby and window displays and posters were second, with 2,827 mentions; direct mail advertising (including folders, statement inserts, and booklets) was third, with 2,290 mentions. Calendars were listed by 2,239 respondents.

Radio will be used by 1,676 banks; specialties by 1,601; and outdoor posters by 1,049. Movie trailers were listed by 527 banks, tv by 393, magazines by 173, and bus and car cards by 160.

Only magazines and car and bus cards showed a decline in the number of banks which were planning their use. #

Union Carbide Moves Unit to Mathes; Appoints Hipwell

Union Carbide Corp., New York, has switched advertising for its Kemet Co. division from William Esty Co. to J. M. Mathes Inc. The switch follows the award last month of its National Carbon Co. division to Mathes, also from Esty. Mathes now has the corporate account, plus 10 divisions, while Esty retains the Consumer Products Co. business. Fred Dixon, account executive, has followed the Kemet business to Mathes.

At the same time Mathes has named Grant Hipwell, art group head, a vp and director of art.

Cable, Cardiff Join Nahas

Jack Cable has joined Nahas-Blumberg Corp., Houston, as senior account executive and Helen Cardiff has joined the agency as assistant public relations director. Mr. Cable formerly operated his own agency.

Carbide Drive to Promote Prestone Wash & Wax Sponge

NEW YORK, Feb. 21—Promoted in ads as the first of its kind, new Prestone wash and wax car sponge will get a simultaneous introduction on three tv networks early in April.

Tested for about 18 months, the new Union Carbide Consumer Products Co. item is a sponge loaded with detergents and water-activated silicone and waxes. The company claims it will do a fast wash and wax job, and ads will urge: "Deep wax your car in minutes as you wash it."

Ads will run on seven network shows from "early April through early September." This period covers the Memorial Day, July 4 and Labor Day holidays, which the company says are the "main car-polishing periods."

Suggested retail price for the product, which Union Carbide plans to have in national distribution by mid-April, is $1.49.

William Esty Co. is the agency. #

Doner Adds Stella D'Oro; Names Two in Baltimore

Stella D'Oro Biscuit Co., New York, has appointed the Philadelphia office of W. B. Doner & Co. to handle its advertising. The account was previously handled by Carlo Vinti Advertising, New York. Immediate plans include an intensive spot tv campaign in New York this spring. Doner has named Sherwin Stein an account executive and copywriter and Charles F. Digney a media buyer in the Baltimore office. Mr. Stein formerly was with Larrabee Associates, Washington; Mr. Digney formerly was with Doherty, Clifford, Steers & Shenfield, New York.

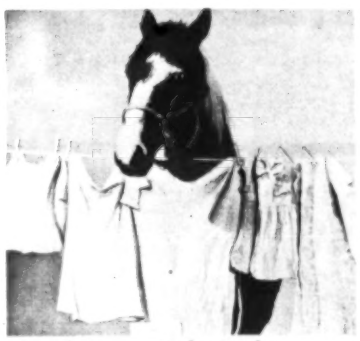
Hugh Quinn Named Detroit Editor of 'Advertising Age'

DETROIT, Feb. 23—Hugh C. Quinn has been named Detroit editor of ADVERTISING AGE, effective March 1; he takes over the post vacated by John C. McGinnis, who has been AA's Detroit editor for the past two years.

ADVERTISING AGE's editorial office will remain the same—806 New Center Bldg., Detroit 2. The telephone number is Trinity 2-7211. #

Meredith Buys Lyons

Meredith Publishing Co., Des Moines, has purchased for an undisclosed sum, all of the stock of Lyons & Carnahan, Chicago, elementary and high school text book publisher. The acquisition follows by approximately two months the purchase of Appleton-Century-Crofts, college text book publisher.



HORSEWIFE—*This five-column ad is set to appear in downstate Illinois dailies as part of Illinois Power Co.'s effort to promote the use of electrical appliances. Agency is Roche, Rickerd & Cleary, Chicago.*

Ford, Chevy, Dodge Juggle TV Strategy

Shore, Welk Are Among Casualties as Auto Makers Strive to Hypo Sales

DETROIT, Feb. 21—The automotive industry's economic troubles have been reflected in a number of major network television changes, with Chevrolet, Dodge and Ford all revising their tv programming (AA, Feb. 20).

Come fall, both Chevrolet and Dodge will drop the personality shows with which they have long been associated. Ford has picked up immediate relief from Revlon Inc. on current commitments for two programs.

A casualty in the Chevrolet shakeup is NBC's Dinah Shore, who has been kissing viewers goodnight for Chevy for ten years. The Sunday 9 to 10 p.m., EST, Chevrolet hour next season is to be filled by "Bonanza," a filmed adventure series. This represents a saving in talent and production costs, with "Bonanza" priced at about $100,000, compared with the Shore budget of approximately $165,000.

■ Chevrolet said its '62 model marketing plans call for something other than the variety format. According to the company, Miss Shore was offered a contract for a limited number of appearances in the 1961-'62 season, but she chose not to sign on that basis. Miss Shore, who shared the time spot with other entertainers, did 20 shows for the auto maker this season. Her story has been one of warm all-family appeal and high sponsor identification; her program was not one of the rating sensations.

The Chevy statement on the end of the relationship said the singer had done a top notch job for Chevrolet and the company had profited by the association with her. NBC is offering Shore specials to other sponsors for the fall.

The strong-rating "My Three Sons" (ABC-TV) will continue next season. The future of the company's participation in "Route 66" (CBS-TV) is currently under consideration by Chevrolet and its agency, Campbell-Ewald Co.

■ Dodge (BBDO), which brought Lawrence Welk to network audiences in mid-1955 on ABC, will drop its hour sponsorship of this music session at the end of the summer run. This Saturday night program, now co-sponsored by J. B. Williams Co., will continue in the 9 p.m., EST, period.

Mr. Welk is Dodge's only network tv offering. Dodge's advertising strategy is being re-appraised with an eye toward expenditures that will appeal to the younger set and a schedule that is more flexible, to meet seasonal sales requirements. Major attention will go to the new Dodge Darts and Lancers.

■ Involved in Ford's retrenchment are the Hitchcock dramas and "Wagon Train," both on NBC-TV. Effective tonight, Revlon (Grey Advertising Agency) has taken over an alternate half-hour of Hitchcock from the car manufacturer. As of April 5, Ford will drive away from "Wagon Train." Revlon will move in for an alternate half-hour, with R. J. Reynolds continuing with an alternate half-hour and Nabisco extending its schedule from an alternate to a weekly half-hour. Ford's network tv plans for fall are still up in the air, with the status of the Ernie Ford telecast as well as the Hitchcock film unresolved. Mercury cars are featured on the Hitchcock show and Fords and Falcons on the Ernie Ford and "Wagon Train" series. #

Davis Publications Names Ross, Shanley

Davis Publications has appointed John W. Ross director of advertising of *Science & Mechanics*, New York, and 11 *Science & Mechanics* handbooks. For the past two years Mr. Ross has been eastern representative for Conover-Mast's *Construction Equipment*. Prior to that he was with *Popular Mechanics*.

John W. Ross

At the same time, Paul Shanley has joined the advertising sales staff of *Science & Mechanics*. Mr. Shanley was formerly an advertising salesman of *Popular Science*.

Gumbinner Names Segur; Macleod Resigns as VP

Roy F. Segur, formerly vp in charge of marketing and research of Lambert & Feasley, has been appointed research director of Lawrence C. Gumbinner Advertising Agency, New York. Herbert Kerner, formerly with Ted Bates & Co., has joined Gumbinner's copy department.

Graeme (Sandy) Macleod will resign as a Gumbinner vp and account supervisor March 1. Since 1954 he has directed all agency services for American Tobacco Co.'s dual filter Tareyton and Herbert Tareyton cigarets and Roi Tan cigars. Mr. Macleod expects to announce his plans in March.

Planning a promotion in the Pacific Northwest?

THEN HEAR THIS!

Plan it to realize the *full* profit potential of the growing Puget Sound Country.

Remember: from the distribution standpoint, you'll be covering both Seattle *and* Tacoma. Nine times out of ten, the same sales force, the same merchandising effort, the same promotion push, will be directed to outlets in *both* major Puget Sound metropolitan areas *at the same time*.

BUT—the vital extra profit potential represented by Tacoma *won't* be realized unless *customers* are covered, too.

That means the Tacoma News Tribune *must* be on your "A" schedule.

No outside paper—no combination of outside papers—gives adequate coverage in Tacoma.

So, always, every time—

THINK TWICE ABOUT TACOMA

First, as a market that demands complete *local* coverage.

Second, as a market covered *only* by the Tacoma News Tribune . . . now delivering more than 85,000 daily.

Ask the man from SAWYER-FERGUSON-WALKER and get the facts

WHAT CAN 3,200,000 NEW MOTHERS DO FOR YOU IN 1961?

They can boost your sales to a new all-time high.

In 1961, GIFT PAX can sample your product to 3,200,000 new mothers. It will place your samples into the hands of these new mothers right at the hospital bedside, when the impact is greatest.

Gift-Pax®

CONTROLLED PRODUCT SAMPLING to NEW MOTHERS IN HOSPITALS

A low cost test can be arranged for any area you wish. Phone IVanhoe 5-0660, or write to

Gift-Pax® Inc.
25 Hempstead Gardens Drive
West Hempstead, L. I., N. Y.
United States Canada United Kingdom

By any measure, Newsweek is the efficient buy in the newsweekly field

Editorial Vitality: Newsweek covers the news and uncovers the significance in virtually *every* area of activity, and sharpens the focus through a dozen editorial features not found in any other newsweekly.

Circulation Strength: With the January 9, 1961 issue, Newsweek's quality circulation reached an all-time high—in excess of 1,500,000 (Publisher's estimate). This represented a 100,000 bonus for that issue. *During 1961, there will be no increase in Newsweek's advertising rates.*

Marketing Flexibility: Newsweek was the first in its field to make available regional marketing opportunities through its Eastern, Central and Western Advertising Units—used individually or in any combination.

Advertising Economy: Every ad dollar buys more key executives—Managers, Proprietors and Officials—in Newsweek than in any other newsweekly. (Source: Sindlinger & Co., Inc.)

• • •

Significant Footnote: *Advertisers invested more money in Newsweek during 1960 than in any year in its history . . . over $27,000,000.*

. . . ahead of the news, behind the headlines . . . for people at the top

River States Oil Finds Torrid-Toned Siren Establishes Brand Identity via Radio Ads

MILWAUKEE, Feb. 21—One of the biggest problems in the advertising of gasoline is finding an approach to the customer that hasn't been used by your competitors.

The answer "dreamed up" for Royal gasoline by River States Oil Co.'s ad director, Jack A. Banks, and Grabin-Shaw Advertising, its agency, is just that.

The "dream" is Teddi Thurman (NBC's "Miss Monitor"), whose sultry voice is breaking into a lot of thought trains as "Miss Royal" in radio commercials in the company's three-state marketing area.

The deep-breathing miss is catching the attention of gasoline users, River States knows. How?

■ Well, when a customer drives up and says: "I want Miss Royal to fill up my tank," the message is getting across.

And when a customer uses his sultriest tones to ask for service, he hasn't been listening to Mother Machree.

■ Of course, some of the listeners (a few, River States thinks) have not taken to this addition of "sextane" to the octane of River States' Royal gasoline. The company has received postcards with messages like this:

"River States Oil Co.—

"My husband and I will be very pleased when you take that passionate woman off the air.

"She sounds to us like she should be advertising something different from *gasoline!!!*"

River States turned to Miss Thurman after considering another idea of using sound effects that put across the mood of the jungle, source of some of the crude oil used by Murphy Corp., River States' parent company.

The jungle sounds idea didn't seem to go across when it was tried out on an audition tape, and it was dropped.

Mr. Banks and George Grabin, president of Grabin-Shaw, had done a bit of thinking as to the type of voice that might get attention and be different in commercials.

They decided on Miss Thurman's. River States' management gave the go-ahead, and when the tapes were finished, "Miss Royal" had been born.

As a result, the "Miss Royal" commercials have been running on 19 radio stations in Wisconsin, Michigan and Minnesota. The schedule:

■ Wisconsin—WATW, Ashland; WJPG, Green Bay; WIBA, Madison; WCUB, Manitowoc; WEMP and WRIT, Milwaukee; WHBL, Sheboygan; and WSAU, Wausau.

Michigan—WJMS, Ironwood.

Minnesota—KBUN, Bemidji; KDAL and WDSM, Duluth; WELY, Ely; WMFG, Hibbing; CFOB, International Falls; WLOL and WTCN, Minneapolis; KFAM, St. Cloud; and KAGE, Winona.

Those stations on the River States' winter schedule carried 11,149 minute spots featuring "Miss Royal."

Banks Thurman Grabin

SULTRY SELL—*Jack A. Banks, advertising director of River States Oil Co., and George Grabin, president of Grabin-Shaw Advertising, pose with Teddi Thurman at a taping session. Miss Thurman ("Miss Monitor") is also "Miss Royal" in commercials promoting River States' Royal stations in Wisconsin, Michigan and Minnesota.*

■ River States has also put "Miss Royal" to work another way.

It has laid out a series of Miss Royal Dawn-to-Dusk Scenic Trips and offers those printed tours through Royal stations. Each tour sheet tells what to see and the time required for the trip on a single sheet; a map of the route is on the other side.

The trips are localized for each of its market areas and have given the radio stations an opportunity to talk about travel. The stations have also used them in season to provide a "climate" for picnic food and drink advertising, as well as other travel items.

River States offers radio stations a suggested script in which the stations may say the trip sheets are available from them or at Royal outlets.

Mr. Grabin said the radio stations have been enthusiastic about the use of the idea and feel they offer an opportunity to render a service to their listeners.

River States has 165 Royal outlets in Wisconsin, Minnesota and Michigan and another 10 in the Mobile, Ala., area. ≠

Compton Names Grainger Manager; Adds Nalley's

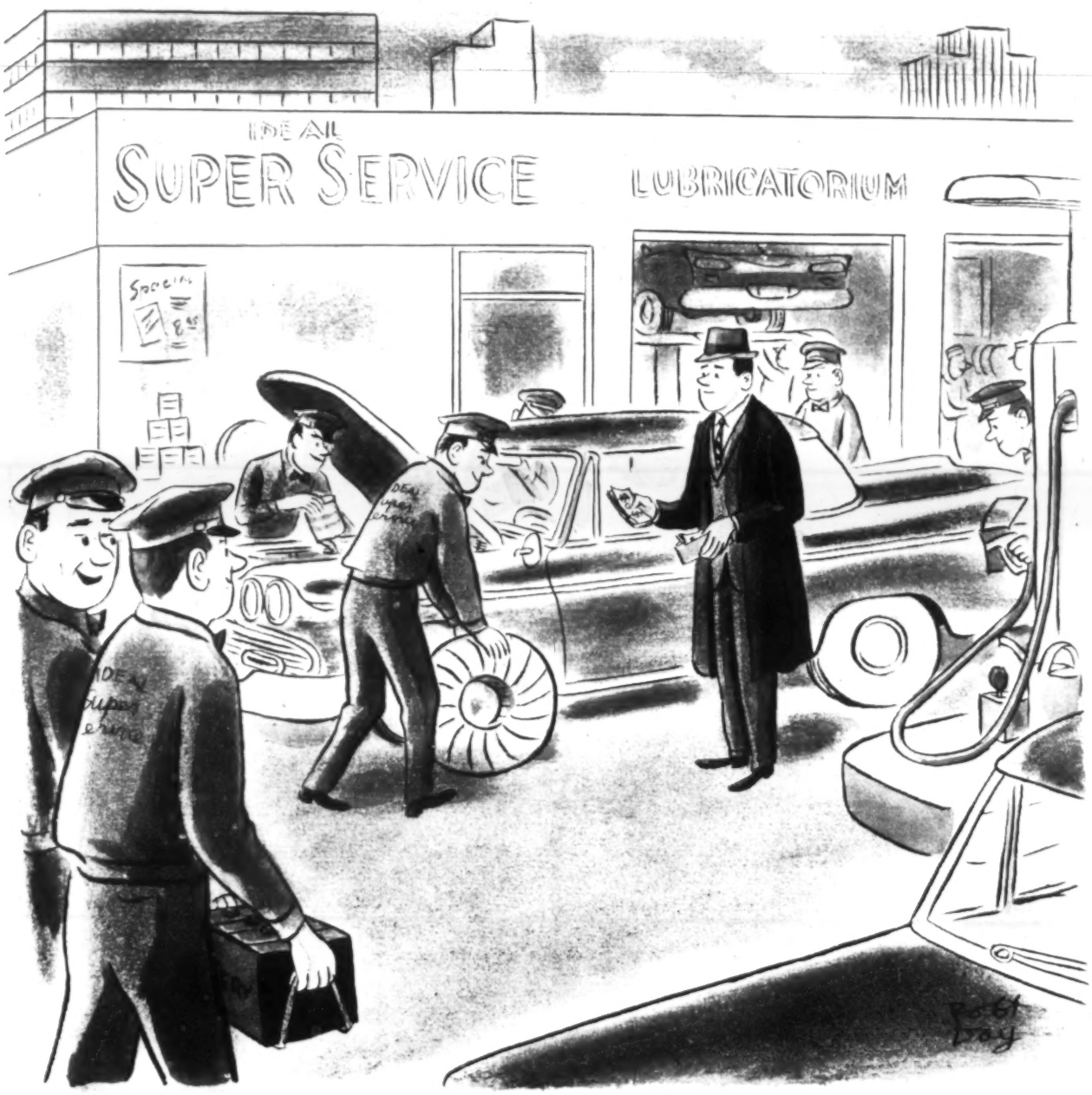
Compton Advertising, San Francisco, has appointed Harold Grainger, vp, manager, succeeding Richard Goebel, who has resigned. Mr. Grainger was formerly an account executive.

At the same time Nalley's Inc., Tacoma, Wash., manufacturer and distributor of packaged specialty food products, has appointed Compton to handle its advertising, effective July 1. Pacific National Advertising Agency, Seattle, presently handles the account.

American Farm Bureau Appoints Church, Hall

American Farm Bureau Federation, Chicago, has appointed Allen E. Church advertising manager of its official monthly magazine, *Nation's Agriculture*, and Herbert W. Hall eastern advertising manager of the magazine, effective March 1. Mr. Church was formerly advertising manager of *American Poultry Journal*. Mr. Hall, presently business manager, will headquarter in New York.

INSIDE SOLID CINCINNATI:



"Well, after all, these Cincinnati Enquirer families have $600 a year more to spend than the average Cincinnati family!"

.....SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer's Research Department for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

Good morning. You in advertising? Lot of talk, these days, about hard sell. Seems to us you need a medium that is welcomed by the people with money to spend...and gives you the time to sell them. That would be the reading weekly, The Saturday Evening Post. Our readers are eager to hear what you have to say. Your Post ad page gets millions more repeat exposures to younger, larger, higher-income families than the same ad in the picture magazines. And with $12 billion in advertising competing for the buck of today's tight-fisted customer . . . even the hardest-selling ad needs all the help it can get. We offer a thought for the day to wide-awake ad men: the number-one magazine for reading is your number-one magazine for selling . . . The Saturday Evening Post.

Stanley Resor

Resor Retires After 53 Years at J. W. Thompson

Exec Who Built World's No. 1 Agency Also Created Madison Ave. Legends

NEW YORK, Feb. 23—After 53 years with J. Walter Thompson Co., Stanley Burnet Resor—who will be 82 in April—was still "too busy" this week to be interviewed about his retirement, which begins next Tuesday, Feb. 28.

The Resor response might have been predicted. He has seldom been interviewed. Only rarely has he made a speech. Almost never has his spare, slightly stooped, gray-topped frame been descried in any of Madison Ave.'s more favored restaurants. He has been a stranger for many years to the halls of the Homestead and the Greenbrier and the other convention haunts of the business.

"His food and drink, his unremitting daily task, and the substance of his dreams is advertising," said *Fortune* in a 1947 piece on Mr. Resor and JWT. The statement seems still to be true.

"If you talk with him today," said a Resor colleague, "you wouldn't have any idea but that he'll be running things here for another 20 years."

■ While few in the business know him well, because of his penchant for privacy—in a business that places a premium on exposure—nearly all are aware that he built the largest agency in the world and that practically single-handed he set the pattern for the entire agency field.

Just how this "last active agency pioneer—the last of the titans," as ADVERTISING AGE once described him, accomplished these things is still something of a mystery.

Mr. Resor was never an "organization" man. Martin Mayer, in his "Madison Ave., U.S.A.," recounted Mr. Resor's antipathy to charts. "Only once has he looked with pleasure on an organizational chart drawn up for his inspection. This one, he said, was almost right; it needed only one simple change, which he proceeded to effect. He picked up an eraser and neatly removed all the lines that connected all the boxes," Mr. Mayer wrote.

A Resor lieutenant amplified: "The revolutionary thing at Thompson is that an employe can seek his own level; a research analyst could become a copy guy if he wanted. Resor doesn't brand people."

■ What has made JWT great seems to have been Mr. Resor's insistence on, and never-ending quest for, "good advertising ideas." All the rest, in his mind, was "just plumbing."

Ideas, he has held, stem from a ceaseless seeking for facts.

"It has been our experience," he has said, "that we always make the most progress when we are able to get the facts and to work from the facts." With these in hand, the questions, "who, what, where, when and how are we selling," could be answered, and a "good idea" campaign launched.

Still a disciple of reason-why, at the close of a unique career, Mr. Resor could still become irritated at gimmicky advertising. "Advertising," he has said, "must be shaped to fit directly into people's daily lives and must present a product in terms of added health, or improved personal appearance, or economy, or some other basic want."

■ And in the continued absence of a liquor client on the JWT roster, it must be assumed that Mr. Resor's reaction to alcohol is still agency law. "The Thompson point of view very simply," he once said, "is that because some people are particularly intemperate in their use of distilled liquors, we prefer not to promote these products." This denial, incidentally, is a corporate, not a private, resolve. Mr. Resor has a drink on occasion.

The story is told that Mr. Resor could once have had the Camel account if he would suggest a slogan idea. He declined. And he once said: "Speculative presentations establish an unsound client-agency relationship from the beginning. Also, they tend to suggest the possibility of a short-term relationship—this speculative idea today and that one tomorrow. In view of its obligations to provide adequate service to clients, the advertising agency should refrain from practices that dissipate its assets in any unsound or uneconomic solicitation of new business."

■ His intimates at JWT—and they assert that they regard him with admiration and affection for his orderly mind, his informality, his normal, common-denominator outlook—think Mr. Resor, with his life to live over, might become an economist. In retirement, they expect he will spend much time on economic problems and theories.

But Mr. Resor's economic view of advertising has already gone into the record: "I look upon advertising as an educational force which, through the creation of desires, helps to stabilize industry and helps to insure higher standards of social security and welfare along with greater material abundance."

His intimates at the agency will surely miss him. They are bound to recall such personal things as his indifference to the wide swings of New York's weather, a subject he felt wasn't worth discussing; his dislike of meetings in conference rooms, and his preference for spreading the layouts all over the rug in somebody's private office; his liking for a post-luncheon cigar and his dislike for keeping the stubbed-out butt anywhere in sight; his habit, when walking corridors, of picking up used matches and bits of paper and disposing of them properly.

■ They will also recall, if ever they need a transfusion of confidence, a Resor conviction that JWT's opportunities "are greater than they ever have been." He said not too long ago, in explaining this sanguine outlook: "Marketing in its broad sense, including not only the continuing development of products, but the entire field of distribution and education of the public, obviously is taking on ever increasing importance. Hence, advertising has become more and more important to the whole economy, and, as a matter of fact, to the whole structure of our lives." #

FROZEN—*Safeway offers its 900 calorie diet food in both frozen and liquid form in this large-space b&w newspaper ad.*

Textron Drug Unit Names Gotthelf on 'True Retainer Basis'

PROVIDENCE, Feb. 23—Textron Pharmaceuticals, a subsidiary of Textron Inc., has appointed Ted Gotthelf Associates, New York, to handle its advertising.

The Gotthelf agency announced that it will be servicing Textron on what it called "a true retainer basis."

Ted Gotthelf, president, explained that the agency will be paid a fixed fee from Textron. "The retainer was arrived at," he said, "on the basis of the gross billing of the account, staff and time requirements, plus a consideration of the nature of the program projected."

Although Textron Pharmaceuticals was formed only six months ago, Mr. Gotthelf said, the division will be spending "upwards of $1,000,000" on advertising in 1961, the bulk of it for direct mail and special promotions other than medical journal placements.

The agency said that in placing medical journal advertising, it will collect the customary 15% commission—in addition to its fixed fee.

■ Mr. Gotthelf said Textron will receive from the agency "a complete daily service on all its products, whether advertising is being placed or not." He listed as part of this service the following items: Product formulation, research, market and ad testing, special attitude surveys, clinical evaluation, merchandising materials, media planning, packaging and labeling, and advertisements.

Tilden Co., New Lebanon, N. Y., identified as "the oldest ethical drug manufacturing company in America," was acquired by Textron last month. Tilden's previous agency is Medical Advertising Service, New York.

Mr. Gotthelf said Textron is currently marketing two products—Sultussin, triple-sulfa product, and Hamised, an agent for hypertension. #

Willys Promotes Davies

L. S. C. Davies has been promoted from manager of sales training and shows and exhibits to merchandising manager of Willys Motors, Toledo. Murray W. Stahl, formerly assistant, succeeds him. Willys has also named Robert B. Kent sales promotion manager. He formerly was advertising and sales promotion manager of Dayton Tire & Rubber Co.

Meiklejohn Changes Name

Meiklejohn & North Agency, Beverly Hills, Cal., has changed its name to Michael North Agency.

Ads Recounted in 75th Birthday Issue . . .

'Cosmo' Saga Finds Ads 'Lopsided, Souped-up,' but Not Too Bad as History

'Historian Might Think Girls Talk Digestion Woes Openly; He'd Be Right'

NEW YORK, Feb. 22—The 75th anniversary issue of *Cosmopolitan*—the March issue—not only contains the thunder of big literary guns (Churchill and Hersey, Maugham, Hemingway and Salinger); it also has an article about seven decades of advertising.

Its author is Stephen Birmingham, agency man and novelist ("Versatile Adman," AA, Aug. 24, 1959). Mr. Birmingham reported that a tour through 75 years of magazine advertising would be "a pretty interesting bit of folklore." He writes that advertising reports how American thought, speech, manners and attitudes have changed—and that it contains a few distortions. The image is "lopsided, romanticized, souped-up."

■ He comments that it may be difficult to believe that a young woman named Phoebe Snow talked in mincing rhyme for a railroad each month, but not necessarily harder than to believe that "a pretty girl of 1960 would throw up her arms in a gesture of unbounded joy and cry, 'NOW! Relief from all five acid-caused stomach troubles in seconds!'

■ "Realism is not the point," he explains. "Advertising is not real life, but a special kind of show business. The point is that if a social historian of the 21st century looked at these ads, he would conclude that girls of 1900 were worried about getting their clothes soiled on trains, and that girls of 1960 discussed their digestive problems openly. And he would be right."

He notes that ideal American girls in ads have lost about 50 lbs. over the years, that they look brighter and younger, with smaller

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U.S. Reports Apple Ad Test Shows Ad Boosts Sales of Apples—Oranges, Too

WASHINGTON, Feb. 23—The Department of Agriculture reported today that apples and oranges mix nicely in an advertising promotion. But apples and grapefruit or bananas don't.

Reporting on tests which it conducted in six midwest cities in cooperation with the Washington State Apple Commission, the department said advertising and merchandising drives increased apple sales substantially.

Two different ad themes were used during the test. During a four-week intensive period with ads emphasizing the usefulness of apples, sales for Washington State apples jumped 32% over no-promotional periods, the report said. When a "health" theme was used, sales jumped 21%. (The department said that after allowing for statistical error, it can't conclude whether the "use" themes are really more effective than the "health" theme.)

■ While the ads were for Washington apples, the report showed sales of all apples rose 20% in the period of advertising, over the no-advertising period. Sales of oranges also were up 3% to 5% during the period when apples were being promoted, the report said. But sales of grapefruit and bananas both slumped slightly.

The purpose of the test was to determine whether promotional drives can move greater volumes of fruit at existing prices, or given volumes at higher market prices, and to test the impact of one promotional campaign on sales of competing products.

The department recalled that in 1958, promotional expenditures by producer organizations for farm products totaled $67,000,000, with about $20,000,000 spent for fruits and vegetables.

The tests were planned by the department's market research and development division, and were conducted in 72 supermarkets in Cedar Rapids; Davenport; Joplin; Springfield, Mo.; Lincoln; and Topeka, in early 1959. Promotional support included tv and point of sale materials supplied by Washington State Apple Commission, and newspaper space provided by the participating supermarkets.

■ Copies of the results are available in "Special Promotional Programs for Apples," Market Research Report No. 446, free from the Department of Agriculture, Washington 25, D. C. #

Closed-Door Stores Moving East, Says Discounter Masters

NEW YORK, Feb. 21—Closed-door, or membership, discount stores, a phenomenon of midwestern and western retailing, are moving eastward, and several of the larger chains say they will be opening in the East in the coming months.

Stephen Masters, president of Masters Inc., reported this last week to a meeting of the Marketing Executives Club of New York.

■ He estimated that the entire discount department store industry—some 3,000 outlets—had a 1960 volume of well over $5 billion—about one-third of total department store sales. About 70 to 80 closed-door discounters reportedly have more than 3,000,000 customers and did about $400,000,000 business in 1960.

"More than one-third of all the appliances sold in the U.S. last year were sold in discount outlets," he said. "In fact, over 90% of the electrical appliances sold in New York City last year were sold at discount. A majority of all the refrigerators, washing machines, and many other hard goods items were sold by discount outlets," he said.

■ The three best-known eastern discounters, Korvette, Two Guys from Harrison, and Masters, had an annual volume of about $67,000,000 in 1955. Last year their combined sales exceeded $320,000,000, Mr. Masters said. #

Emmco Names Robotham

Emmco Products division of Essex Master Mold Co. Essex, Conn., has appointed Edward W. Robotham Co., Westport and Hartford, to handle its advertising. Emmco manufactures cowboy overshoes for children.

Are you missing a big slice of your best insurance prospects?

—950,000 families, with $24,758,000,000 worth of life insurance, 53% of whom already own $25,000 worth or more. You can reach them all in one magazine . . . SPORTS ILLUSTRATED.

They're young: 27.3% of the breadwinners are under 35; 58.1% are under 45. They average 3.8 people per family, considerably higher than the national average. The median household income is $10,835 and their potential income is even higher, for 86.6% are in business or the professions, and of those in business, ⅓ are already in top management. Education? Almost one out of four of the household heads did post-graduate college work. Low age—high income—far above average in education and business achievement—these families tally closely with the insurance industry's own idea of who are its "best prospects."

But then it's only natural that an editorial setting such as SPORTS ILLUSTRATED attracts active people—people who do more, drive more, own more, entertain more, and buy more than ordinary people. During a single year, one life insurance advertiser (The Equitable) pulled 100,000 booklet requests from its advertising campaigns in SPORTS ILLUSTRATED.

Active people make active markets: a good reason why only four other magazines now carry more pages of consumer advertising than does SPORTS ILLUSTRATED.

Sports Illustrated

Alpine, B&H Cigarets Leave Doyle Dane Shop

(Continued from Page 1)

Doyle Dane is not going to go along with that for long."

A third source said the agency had made about four campaign presentations on Alpine in the past few months, but that the client had turned down each one and that this rankled the agency.

■ Alpine, a new king-size menthol, reportedly has been billing $3,400,000, Benson & Hedges about $600,000. A third Philip Morris brand, Spud, has been with Doyle Dane—after a period with Ogilvy, Benson & Mather—but the client said today, "There is no agency on Spud; it has been inactive for three years now."

It was thought likely that Alpine might move to another Philip Morris agency, either Benton & Bowles, which now handles Parliament, or Leo Burnett Co., which has Marlboro and Philip Morris. There was also a possibility that the brand would move to Kenyon & Eckhardt, just tapped to handle Benson & Hedges (Canada) Ltd.

■ Philip Morris Inc. began testing a new mentholated, king-size filter called Alpine in mid-1959, moving it into Albany, Rochester and Syracuse with four-color newspaper ads. In July, the company announced it would distribute Alpine nationally, using "vigorous" advertising. The first ads talked about "a new high . . . . high filtration and refreshing taste," and in another layout, showing a man smoking two cigarets simultaneously, the headline said, "Until today you had to smoke two kinds of cigaret to get what you get from one Alpine."

In addition, Alpine was pushed on "To Tell the Truth," "Reckoning," "Rawhide" and "Doug Edwards & the News" (CBS-TV) and on "Tombstone Territory" (CBS-TV).

Plans called for Alpine to be promoted last fall on "Perry Mason" on the CBS network; "The Many Loves of Dobie Gillis," professional football games of the week; "Troubleshooters," a new NBC-TV adventure series; and on the "Loretta Young Show."

■ In all media, the theme was, "Alpine combines in one cigaret two of the features smokers are now demanding—high filtration and a light touch of menthol."

Alpine's name and package design—and the product itself—were put to extensive tests by Philip Morris, Elmo Roper and Louis Cheskin's Color Research Institute. The cigaret was developed by the Philip Morris research and development department.

Doyle Dane Bernbach was named to handle Alpine more than a year after it was tapped to promote Benson & Hedges filters. The brand had been at Benton & Bowles, which retained Parliament. The switch, it was said at the time, would give Benson & Hedges the "fullest possible attention." The brand was the first cigaret ever handled by Doyle Dane.

■ While Alpine's moody commercials about "Look to the Mountain" and the bedazzled tv viewer smoking two cigarets won high praise from creative men, the brand wasn't exactly scaling any mountains itself.

While Alpine moved from 21st to 18th in rank in *Business Week's* annual survey (AA, Dec. 26), and while it moved up from 1.5 billion to 2.7 billion cigarets sold, its competitive position was rough. Two menthol cigarets—Oasis and Spring—actually lost sales in 1960; a new starter, Belair, racked up 1 billion in sales in six months. The king of the field was Salem, which sold 34.5 billions and showed a 27.8% gain for the year. Kool, the grand-daddy of the menthol brands, held an 8.1% gain, at 14 billion. Newport managed to gain 1 billion in sales, and had twice Alpine's share of market.

In other words, it was pretty clear that Alpine was in a very difficult field, that Salem was the undisputed leader (it had two and one-half times the sales of the second menthol brand, and it *gained* more in 1960 than the total sales of Alpine, Belair, Oasis and Spring). And none of the menthol brands which had larger shares of the market were showing signs of slipping badly.

BENSON & HEDGES PICKS JAMES LOVICK AND K&E

TORONTO, Feb. 24—Benson & Hedges, Canadian subsidiary of Philip Morris Inc., has announced the appointments of James Lovick & Co. and Kenyon & Eckhardt to handle advertising for new cigaret brands, confirming an earlier report by ADVERTISING AGE (AA, Feb. 6). The company, which has manufactured only cigars in Canada, will begin making cigarets this summer. The brands were not named, but previous trade reports mentioned Alpine and Parliament.

Taft Stations Affiliate with ABC-TV in 3 Cities

NEW YORK, Feb. 24—ABC Television this week strengthened its position with one of the major station group operators by signing a primary affiliation contract with Taft Broadcasting Co.'s Cincinnati station WKRC-TV.

Hulbert Taft Jr., president of the Taft stations, said the switch from CBS Television was made because of ABC's rise in programming and because of Taft's favorable experience with an ABC affiliation for WTVN-TV, Columbus.

The new ABC agreement with the Taft group was negotiated by Mr. Taft and Julius Barnathan, ABC vp for affiliated stations. Primary affiliation agreements also were signed with two more Taft stations—WBRC-TV, Birmingham, and WKYT-TV, Lexington, Ky. These will parallel existing primary affiliation agreements with CBS-TV, which means in effect that each show down the line on both networks will fight for clearances on these stations.

■ The joint ABC-Taft announcement said the primary affiliate contract for WKRC-TV will become effective March 1. However, Carl Ward, vp for affiliate relations for the CBS-TV network, said the CBS contract with Taft for WKRC-TV affiliation runs through March, 1962, and is cancellable only by mutual agreement. That contract, he said, obligates WKRC-TV to carry CBS programming just as it obligates CBS to provide that programming. Meanwhile, CBS reportedly has been discussing an affiliation agreement with WCPO-TV, the former ABC affiliate in Cincinnati.

The three Taft CBS-affiliated stations are among those refusing to carry the new reduced rate, minute-insert advertiser rotation sales plan, which CBS introduced Feb. 13 in an effort to boost Monday-through-Friday morning business. This 10 a.m. to noon (EST) block soon will be filled with re-runs of "I Love Lucy," followed by three game shows. Commercials of minutes and less are checkerboarded throughout the entire day on ABC weekday daytimers. #

Beard Harper Sharp Christian

BUSINESS PUBLICATIONS PANEL—*Answering questions on business publications at a joint meeting of the Chicago Dotted Line Club and the t.f. Club of Chicago are William Beard, president of Associated Business Publications; Robert Harper, president of National Business Publications; J. M. Sharp, manager of general advertising, Aluminum Co. of America and chairman of Assn. of Industrial Advertisers; and Richard Christian, president of Marsteller, Rickard, Gebhardt & Reed, who was panel moderator.*

Emblem of Truth Drive Launched by Denver BBB

DENVER, Feb. 22—A "truth in advertising" program has been launched by the Denver Better Business Bureau.

BBB members who pledge to observe a 10-point fair practice code will be entitled to display a special "emblem of truth," beginning Feb. 26.

The emblem will remain the property of BBB, W. Dan Bell, general manager, said. The bureau will deny the right to display it to businesses found guilty of knowingly violating the code.

Mr. Bell said the program's goal is to police business behavior without restrictive legislation. Subscribers accused of violating the pledge will have the right to appeal and have a hearing before "unbiased fellow business men." If the charges are found to be true, the bureau will remove the emblem from the offender's premises and prohibit its use on stationery and in advertising.

■ The truth-in-business program was evolved by the BBB advertising improvement committee, headed by Robert Wilson, a men's wear merchant. Mr. Bell said that conferences with pilot groups of business men in 32 different trade categories, beginning last November, and a survey of 900 housewives preceded the announcement of the program in newspaper advertisements.

Mr. Bell said that 92% of the consulted businesses gave tacit approval to the plan, while 72% of the surveyed housewives said they would buy from business men displaying the truth emblem.

First-year cost to participating businesses will be $180. Of this amount, $100 will be used for advertising and $80 will be earmarked for policing the program.

"Consumer confidence in the integrity of the emblem assured by vigilant BBB surveillance" was one of the consumer benefits listed in the Feb. 19 *Denver Post* ad, paid for by companies which had already embraced the program. The ad said their names would be listed in "future informational messages to the public."

■ "Cleaner competition" was listed as one of the benefits of the program to business men. "Increased response to advertising and selling efforts" was another.

The code commands business men to:

1. Serve the public with honest values.
2. Tell the truth about what is offered.
3. Tell the truth in a forthright manner so its significance may be understood by the trusting as well as the analytical.
4. Tell customers what they want to know, what they have a right to know and ought to know about what is offered, so that they may buy wisely and obtain the maximum satisfaction from their purchases.
5. Be prepared and willing to make good as promised and without quibbling on any guarantee offered.
6. Be sure that the normal use of merchandise or services offered will not be hazardous to public health or life.
7. Reveal material facts, the deceptive concealment of which might cause consumers to be misled.
8. Advertise and sell merchandise or service on its merits and refrain from attacking competitors or reflecting unfairly upon their products, services, or methods of doing business.
9. If testimonials are used, use only those of competent witnesses who are sincere and honest in what they say about what is sold.
10. Avoid all tricky devices and schemes such as deceitful trade-in allowances, fictitious list prices, false and exaggerated comparative prices, bait advertising, misleading free offers, fake sales and similar practices which prey upon human ignorance and gullibility. #

Craine Switches from Rumrill to Spitz Agency

Craine Inc., Norwich, N.Y., has switched its account from the Utica division of Rumrill Co. to Spitz Advertising Agency, Syracuse, N.Y. The change ends a 44-year relationship with Moser & Cotins, an agency acquired three years ago by Rumrill.

Craine, manufacturer of silos and automatic feeding systems, invested about $15,000 in farm publications in 1960. In addition, about $10,000 went into miscellaneous advertising.

Central Fuel to Rosenthal

Central Fuel Corp., Chicago, has appointed Albert Jay Rosenthal & Co., Chicago, to handle its advertising.

Panel Featuring ABP, NPB Heads Draws Record Crowd

CHICAGO, Feb. 21—Chicago Dotted Line Club and the t.f. Club of Chicago held an unusual joint meeting yesterday for the even more unusual purpose of presenting Robert Harper, president of National Business Publications, and William K. Beard, president of Associated Business Publications, on the same panel.

A record turnout well in excess of 400 was the result.

Joining Messrs. Beard and Harper on a panel moderated by Richard C. Christian, president of Marsteller, Rickard, Gebhardt & Reed, was J. M. Sharp, manager of general advertising, Aluminum Co. of America, who is chairman of the Assn. of Industrial Advertisers.

■ The panel fielded a host of questions in a two-hour session, but those who expected fireworks from the joint appearance of the official heads of the two business paper associations were disappointed. About the only reference to association activities was in a mild aside by Mr. Harper to the effect that his organization looked forward to a time when it might be possible to operate under one banner.

Otherwise the panel members discussed special issues ("worn out gimmicks unless they really serve an editorial purpose"); agreed that advertisers and agencies are often unreasonable in their requests for research (when Alcoa requests research it pays for it, said Mr. Sharp); agreed on the need for continuing training of editorial people; and agreed that recent changes by the Audit Bureau of Circulations and Business Publications Audit of Circulations do not satisfy the buyers' demand for a single audit. The problems of a single audit have not been solved, all agreed. #

New Daily to Bow in March

Southern New Mexico Publishing Co., Santa Fe, will begin publication March 6 of a new daily afternoon newspaper at Las Cruces. Co-publishers will be Ernie Mills and Tom Wright, both Santa Fe public relations men. The new newspaper will be published six days weekly, omitting Saturdays, and will be printed temporarily in El Paso, Tex., and copies trucked to Las Cruces.

"PAM", PAINTED IN EGG TEMPERA BY ALBERT JOHN PUCCI

Mood is not a simple thing

Reproducing subtleties of mood like this is one of the most difficult challenges of fine color printing, requiring the most delicate attention to color reproduction. It also is the color printer's highest goal and his most satisfying reward.

There is a mood to your product or service, too, no matter what you sell. That's why consumer buying is an emotional thing—like color. That's why color helps you sell.

The men in our four national printing companies are skilled in helping you develop mood in color, skilled in faithfully reproducing these colors. By the hundreds of thousands of impressions. Let us discuss this with you.

Leading advertisers and publishers depend on printing produced by:

Four Manufacturers of Quality Printing Under One Management:

J. W. CLEMENT COMPANY
Buffalo, New York

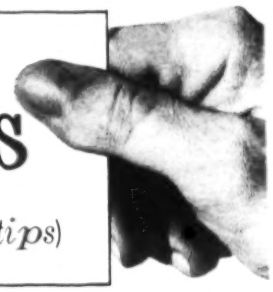
PACIFIC PRESS INC.
Los Angeles, California

CLEMENT COLORTYPE INC.
Chicago, Illinois

PHILLIPS & VAN ORDEN CO.
San Francisco, California

SALES OFFICES: GRAYBAR BUILDING, NEW YORK • FISHER BUILDING, DETROIT

YOUR PRODUCT FACTS (at the fingertips)



A Perrygraf Slide-Chart is a tested, powerful tool for more efficient and profitable selling. These simple devices put essential facts about your product at the fingertips. *Just turn a disc or pull a slide* to tell a sales story, select the proper size and style, show how equipment operates, or solve an engineering problem. If you have a complicated or demonstrative sales story to tell, you need a Perrygraf Slide-Chart.

PERRYGRAF slide-charts

product facts at the fingertips
150-A S. Barrington Ave., Los Angeles 49, California
1500-A Madison St., Maywood, Illinois

FREE—36 page, full color booklet showing how Perrygraf Slide-Charts can work for you. 122 case histories. Write for free copy.

Tax Credit for Ad Spending Urged by Scott as Anti-Recession Measure

Canadian Agency Man Also Notes Cost Effect of New TV Stations

MONTREAL, Feb. 22—A government tax credit to encourage additional advertising in times of recession was advocated here today by Allan J. Scott, vp in charge of account management, MacLaren Advertising Co., Toronto.

Mr. Scott asked members of the Advertising & Sales Executives Club to suppose that an advertiser spent $1,000,000 last year.

"The current corporation tax rate is about 50%," he said. "If the advertiser had not spent this sum, it would have been $500,000 in corporate profit, forgetting for the moment what effect the lack of advertising might have had on his sales."

Mr. Scott suggested that this year, if the advertiser spends $1,250,000 on advertising, he be granted a tax credit against the additional $250,000.

"In other words," he said, "the advertiser would be encouraged to spend more to speed up the economy . . . a policy most of us could hardly be expected to follow individually without additional incentive."

■ He said he anticipated cries from the Canadian Vance Packards, who would scream, on any grounds they could find, against any increase in the volume of advertising.

"To them I would point out," said Mr. Scott, "that in the U. S. almost $2 is spent on advertising per capita for every $1 spent here, and their economy doesn't seem to be nearly as soft as ours. Who's to say that the additional advertising isn't a factor?"

He warned that the "big thing" that's happening today to affect advertising budgets, sales, raises and just about everything else—is "our recession."

There are basic reasons for this recession, he said.

"Our wealth is based on our natural resources, but our natural resources employ only 4% of our work force," he said. "We must convert to a manufacturing economy to provide jobs for our increasing population. I know this. But I also know that another major cause of our recession is timidity."

■ He said timidity on an individual level is displayed when the banks report, as they did a month ago, that savings deposits are at an alltime high.

"And we see timidity on a corporate level in many ways," he said. "But the form in which I see it is the cutting back of advertising budgets, not because of sales decreases but in anticipation of them."

Mr. Scott said that advertising is only a part of the marketing mix—only one of the influences on sales. But, he added, it's a powerful one—a sharply pointed spur to buying, "and we need this spur to help overcome the timidity that is undoubtedly a contributing factor to the recession."

He said television costs in Canada, which have been declining, will turn up sharply this year, with the addition of nine new stations, and will be about as high in relation to total audience as they were in 1955.

■ "Second stations will reduce the average audiences of what we'll call the established stations in the heretofore captive markets," Mr. Scott said.

"It's too early to make anything more than an educated guess at the extent, but our guess is an average reduction of 15% in audience nationally in the top 10 network shows, with a resultant increase in cost per 1,000 per commercial minute of between 40¢ and 50¢.

"Not only will audiences go down where new stations are added; program costs will go up, as competition is injected into situations where none existed. Film programs in Canada have been priced at between 60% and 70% of a station's Class A half-hour rate. In the new two-station markets, you will soon see them averaging between 80% and 90%." ≠

The Dallas News has the largest daily circulation in Texas!

DALLAS MORNING NEWS... 220,066
HOUSTON POST 218,013
HOUSTON CHRONICLE..... 205,824
DALLAS TIMES HERALD..... 190,364

News & Post—6-day average
Chronicle & Herald—5-day average.

*Publisher's Statements, Sept. 30, 1960

The Dallas Morning News

CRESMER & WOODWARD, INC. • National Representative
THE LEONARD CO. Florida Travel Representative

COOL-COOL WINNER—*This National Milk Publicity Council ad, promoting milk as "cool as cool all the way down," won Layton Award for Mather & Crowther.*

Layton Trophy for 1961 Is Awarded to Mather & Crowther

LONDON, Feb. 21—Mather & Crowther won the 1961 Layton trophy for the best British print ad of 1960 with an advertisement prepared for the National Milk Publicity Council.

The ad was a full-page unit in both *Queen* and *Harper's Bazaar* last October with the 120-screen photograph bled off.

A Mather & Crowther spokesman said the agency was "delighted" to have won the Layton trophy for the second time. The agency previously won it in 1957.

In the 1961 contest, M&C also won two other awards: Best b&w ad in the food and drink, tobacco and confectionery group (British Egg Marketing Board); and the engineering and associated products group (Shell International Petroleum). This brings the total number of awards won by Mather & Crowther to 20 since the contest was instituted by C. & E. Layton Ltd. in 1955.

■ The Layton color trophy for the best color ad of 1960 was awarded to W. S. Crawford Ltd. for an ad produced for Associated-Rediffusion Ltd., a television program contractor.

A record 2,138 ads were entered in this year's competition, submitted by a record 133 agencies.

Other awards included:

- **Clothing, textiles, stores and domestic appliances,** b&w: Hille Furniture; Keymer Advertising. Color: Pirelli; Dorland Advertising.
- **Cosmetics and perfumery,** b&w: County Laboratories; Foote, Cone & Belding. Color: Crystal Products; London Press Exchange.
- **Household cleaning agents, branded medicines and drugs,** b&w: International Synthetic Rubber Co.; Service Advertising. Color: Parke, Davis; Advertising & Design Associates.
- **Engineering and associated products,** b&w: Shell International Petroleum; Mather & Crowther. Color: Automatic Telephone & Electric Co.; Dorland Advertising.
- **Banking, insurance, careers, travel and prestige,** b&w: P&O Orient Lines; Spottiswoode Advertising. Color: Sunday Times; Batten, Barton, Durstine & Osborn.
- **Export advertising,** b&w: No award. Color: Shell International Chemical Co.; Auld & Tilbury. #

Digney, Stein Join Doner

Charles F. Digney has joined W. B. Doner & Co., Baltimore, as a media buyer, and Sherwin Stein has joined the agency as account executive and copywriter. Mr. Digney was formerly a media buyer of Doherty, Clifford, Steers & Shenfield, New York. Mr. Stein was previously on the creative staff of Larrabee Associates, Washington.

Keystone Marks 21 Years; Issues New Rate Card

Keystone Broadcasting System, Chicago, has marked its 21st anniversary with the addition of 15 new affiliates, bringing the total number of affiliates to 1,125. The number of affiliates has increased from 150 since 1941. New affiliates are WILZ, St. Petersburg; KSKI, Sun Valley, Ida.; KNIA, Knoxville, and KWVY, Waverly, Ia.; KKAN, Phillipsburgh, Kan.; KEUN, Eunice, La.; WEMD, Easton, Md.; WIST, Escanaba, and WGHN, Grand Haven, Mich.; KGMT, Fairbury, Neb.; WSMN, Nashua, N. H.; KARA, Albuquerque; WLLY, Wilson, N. C.; WSNO, Barre, Vt.; and WPKW, Pasco, Wash.

At the same time Keystone has issued a new rate card in which one-time rates per station for 13 weeks range from $28 for one hour for 100 stations to $20.65 for one hour for 1,000 stations or more.

Help Wanted Ads Dip Again

For the ninth consecutive month, help wanted columns of 113 leading newspapers surveyed by B. K. Davis & Bros. monthly report, "Help Wanted Trend," showed a diminishing demand for employment. January's total ad count of 639,717 fell 24% below the 843,623 ads which appeared in the same 113 major labor market newspapers in January, 1960. Of the 16 labor markets, New York had the biggest ad loss in January, 1961, compared to January, 1960, with Chicago rating second and Detroit third.

COMPLETE COVERAGE • BIG SPACE • LOW COST

American INDUSTRY

INDUSTRIAL Purchasing Agent

AMERICAN INDUSTRY goes each month to 25,000 plant managers of concerns with 100 employees or more—concerns responsible for 75% of nation's business.

INDUSTRIAL PURCHASING AGENT reaches 25,000 purchasing agents of nation's largest plants—key executives who today make more buying decisions than ever before.

Advertise in BOTH—get 50% off one

Do we receive your news releases, photos, etc.? Test pulling power—send to both publications whose newspaper formats encourage immediate action.

NOTE NEW ADDRESS

PUBLICATIONS FOR INDUSTRY • Russell Woods, Great Neck, N. Y.

GATEWAY TO THE HEART OF SOUTH CAROLINA: The 257,961 people who make WIS-television's home market the state's largest metropolitan area (and a close second in the *two* Carolinas after a 38.1% increase in the 1960 Census) give Channel 10 their major time and attention, not to say devotion. This adds up to a 78.5 share of audience, says ARB (March 1960). And throughout South Carolina, WIS-television's 1526-foot tower, tallest in the South, delivers *more* of the state, *more effectively* than any other station. In short, South Carolina's major selling force is

WIS television NBC/ABC—Columbia, South Carolina
Charles A. Batson, *Managing Director*

A STATION OF THE BROADCASTING COMPANY OF THE SOUTH
G. Richard Shafto, *Executive Vice President*

WIS-television, Channel 10, Columbia, S.C. • WIS Radio, 560, Columbia, S.C. • WSFA-TV, Channel 12, Montgomery, Ala.

17 out of 30

Including top-rated shows of all kinds: eight comedies, three westerns, three variety programs, two suspense shows, one drama.

11 out of 20

Including five top-rated comedy programs (Nos. 5,10,11,14,18)—more than the other two networks combined.

6 out of 10

Including television's top-rated show for more than four years (No. 1); television's most popular new show (No. 5); the show with the longest record of popularity in television (No. 9).

1. GUNSMOKE 4. RAWHIDE 5. CANDID CAMERA 6. HAVE GUN 9. ED SULLIVAN 10. DENNIS THE MENACE 11. ANDY GRIFFITH 14. JACK BENNY 17. G. E. THEATER 18. DANNY THOMAS 20. PERRY MASON

23 out of 40

The CBS Television Network presents more than half of Nielsen's top-rated shows—including six of the eight hits of the new season (pictures numbered 5, 11, 25, 29, 39, 40).

21. WHAT'S MY LINE? 22. RED SKELTON 24. GERSHWIN YEARS 25. PETE & GLADYS 29. ROUTE 66 30. DOBIE GILLIS 34. TO TELL THE TRUTH 35. GARRY MOORE 37. LASSIE 38. HENNESEY 39. CHECKMATE 40. TOM EWELL

This remarkable record, based on the latest nationwide Nielsen report, is actually an old story: Throughout the past 134 Nielsen reports issued since July 1955 the CBS Television Network has averaged 22 of the 40 top-rated programs.† In 100 of these reports it has presented more of the Top Ten than the other two networks combined. In sum, if you are an advertiser, producer, performer or viewer, the place to be is The CBS Television Network.*

CBS

*2nd January report. †Evening programs; average audience rating basis.

The Editorial Viewpoint . . .

Truly International Picture

In this issue ADVERTISING AGE presents its 17th annual compilation of advertising agency billings and its detailed profiles of agencies, reviewing account, personnel and other changes of the year just passed.

Through the years, the annual review of agency operations has become recognized as outstanding. It is constantly quoted as the final authority on agency size and operation in the United States and Canada.

Last year, for the first time, the presentation of U.S. and Canadian agency material was supplemented with the inclusion of a considerable amount of data on agencies in other countries. This year, with the inclusion of 197 foreign agency profiles and billings figures, the list becomes truly international—an around-the-world picture of the advertising agency business never before available anywhere.

Altogether, this issue contains reports on 677 advertising agencies —480 in the U.S. and Canada, and 197 elsewhere, including 56 in the British Isles. Together, these agencies probably placed something like $6 billion in a bewildering variety of advertising media for every kind of commercial product and service.

As we have done in the past, we should like to thank the hundreds of agency people who have cooperated in making these figures and facts available, because without their good will and assistance the task of gathering the data would be truly impossible.

As we present our seventeenth analysis, we should particularly like to emphasize the great care and meticulous checking which goes into the operation. The careful reader will note that there are frequently revised figures for previous years, but the impersonal type can scarcely mirror the extensive questioning, checking, cross-checking and investigation which frequently precedes the development of a revised figure or the computation of a new figure for an agency whose billings report is questioned.

When we set out to gather and present information on advertising agency billings—a move which originally met with rather considerable opposition—we quickly decided that our obligation as publishers called for careful, accurate checking of every possible checkable item. And we follow this practice both with regard to newly reported figures and with regard to figures for previous years.

Admen Must Cooperate

As practically every one in the advertising business should know by now, the American Assn. of Advertising Agencies organized a copy interchange committee some years ago. Its purpose was to provide a mechanism through which advertising agency people might call attention to advertising copy which they considered offensive to general standards of public taste, or misleading, or in general detrimental to advertising and advertised products.

The committee then circulated the complaint (keeping the identity of the complainant secret), and if it agreed that the advertising in question was indeed undesirable, it so advised the agency which had prepared it, and exerted what influence it could to have the offending advertising changed or withdrawn.

Last year the Assn. of National Advertisers joined in this activity, largely because the Four A's committee—and the ANA itself—believed that the active cooperation of advertisers, as well as their agencies, would help to promote voluntary compliance with the suggestions of the committee.

We have made it clear in the past that we consider this activity extremely worth while, and an unusually interesting method of self regulation. But no activity of this kind can work without the active cooperation of people in the field, and the sponsors of the joint committee indicated at a recent meeting that they are getting very little cooperation from advertising people generally.

So once more we urge readers of ADVERTISING AGE (whether affiliated with the ANA or the Four A's or not) to call the attention of the committee to advertising which they believe is untruthful or in bad taste. Their identities will be completely protected, and no action of any kind will be taken until the committee itself is convinced of the wisdom of such action.

Communications should be addressed to: Secretary, ANA-Four A's Committee for the Improvement of Advertising Content, 420 Lexington Ave., New York 17.

Sam Gale, Pioneer Adman

With the death of Samuel C. Gale earlier this month, the advertising business lost a "real champion of champions," as Bob Hayes of BBDO put it when he eulogized him at the Minneapolis Advertising Club.

Sam retired several years ago as vice-president in charge of advertising of General Mills, because of ill health, but his reputation as a pioneer advertising man and a shining symbol of civic responsiveness and responsibility has survived. He leaves a rich legacy of integrity, humanity and creative accomplishment.

Gladys the beautiful receptionist

—Sandy Woodbridge, Bozell & Jacobs, Omaha.

"I'll say he's a big shot! He's their 'Vice President in Charge of All Creation.'"

What They're Saying . . .

Feminine Ingredient

Man has made himself a new toy to play with in days to come—the data processing machine, the mechanical mind. The advertising man is renowned for his haste to try new toys. In the not too far away tomorrow he is going to be spending more and more of his time with this new toy—the mechanical mind. Now here's where the advertising woman and her natural instincts will assume new importance—it could mark the most significant contribution the advertising woman will ever make to her profession. The insight of her woman's intuition, the whimsy of her feminine instincts, the human quotient of her native sensitivity will be needed to breathe life into the machine age of advertising.

—John Mack Carter, editor, American Home, speaking before the eastern conference of the Advertising Federation of America's women's council.

Heart of the Matter

Advertising has taken a terrible beating from social critics the last few years. It has also been subjected to a great deal of criticism from within its own ranks. The advertising profession is much more self-scrutinizing and self-lacerating than the medical or legal professions.

Yet, as I have remarked before, most of the faults in advertising come from the sponsors, not from the ad agencies. The flaws in advertising are the flaws in business, magnified and brought into public view. And the reputation of advertising has suffered unjustly because it is blamed for sins that are not its own.

Of course, in theory, an ad agency should have the courage to stand up to a client and talk back. But in practice few of them do—the business is too precarious, and too much is riding on a big account. We cannot ask men to be heroes; to be men is hard enough . . . Before the public can respect the ads, the clients must respect the advertising medium and the public's intelligence.

—From Sydney J. Harris' Strictly Personal column in the Chicago Daily News, Feb. 3.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

A Studebaker-Packard dealer is trying to attract customers by converting Larks and Hawks into cars with rumble seats.

This is a throwback to the past which is responsible for practically zero nostalgia.

•

"Opportunity for account man with billing," propositions an agency via a classified ad.

An account man with billing has already made his own opportunity.

•

"Mr. Minnesota No. 2," the newspaper survey of men's buying habits, reports that 65.7% of the male animals wear hats, as opposed to caps.

What percentage just wear hair?

•

Advertisers have boosted Mother's Day business to $1 billion a year, the story says.

This sounds pretty commercial, but in most cases Mother is happy to take the sentiment at face value.

•

Du Pont's Show of the Month in February was "The Lincoln Assassination," which turned up a lot of brand-new suspects for investigation by the FBI.

•

"Air conditioning advertisers see hot sales year," the headline says.

But as usual the final outcome will rest on the lap of the gods and in the hands of the Weather Bureau.

•

A report in AA, of all places, referred to a cooperative cling peach and fruit cocktail promotion and credited Betty Crocker cake mixes to General Foods.

This is a bit of generosity that General Mills will not appreciate.

•

Hollywood divorces are not uncommon, but the prospective parting next fall of Dinah Shore and Chevrolet spoils a universally accepted picture of a very happy union.

•

"Satisfactory financial and social references exchanged," says an agency looking for a pr affiliate.

They must be looking forward to a 24-hour-a-day relationship.

•

"Advertising cannot be nurtured on a cease-and-desist diet," remarks Ray Weber.

That's right—there's very little protein in those FTC procedures.

•

Newton N. Minow, who will become the new FCC chairman March 1, thinks broadcast ratings "understate the public's taste."

Or else the public is perfectly satisfied with the taste it's reporting.

•

Co-op advertising got a good going over at a recent ANA workshop, where it was generally agreed that it would be wonderful if only everybody concerned would cooperate.

COPY CUB.

on responsibility in the nation's capital

The Washington Post

More Snow Due as Cold Continues

Reds Claim Downing of Loop Plane

President Names 3 As His Advisers on Conflict of Interest

Goldberg Seeks Peace In N. Y. Strike Tieup

16 Taken in Roundup Of Gun-Gang Suspects

Unable to Halt Strife, U. N. Quits Congo Town

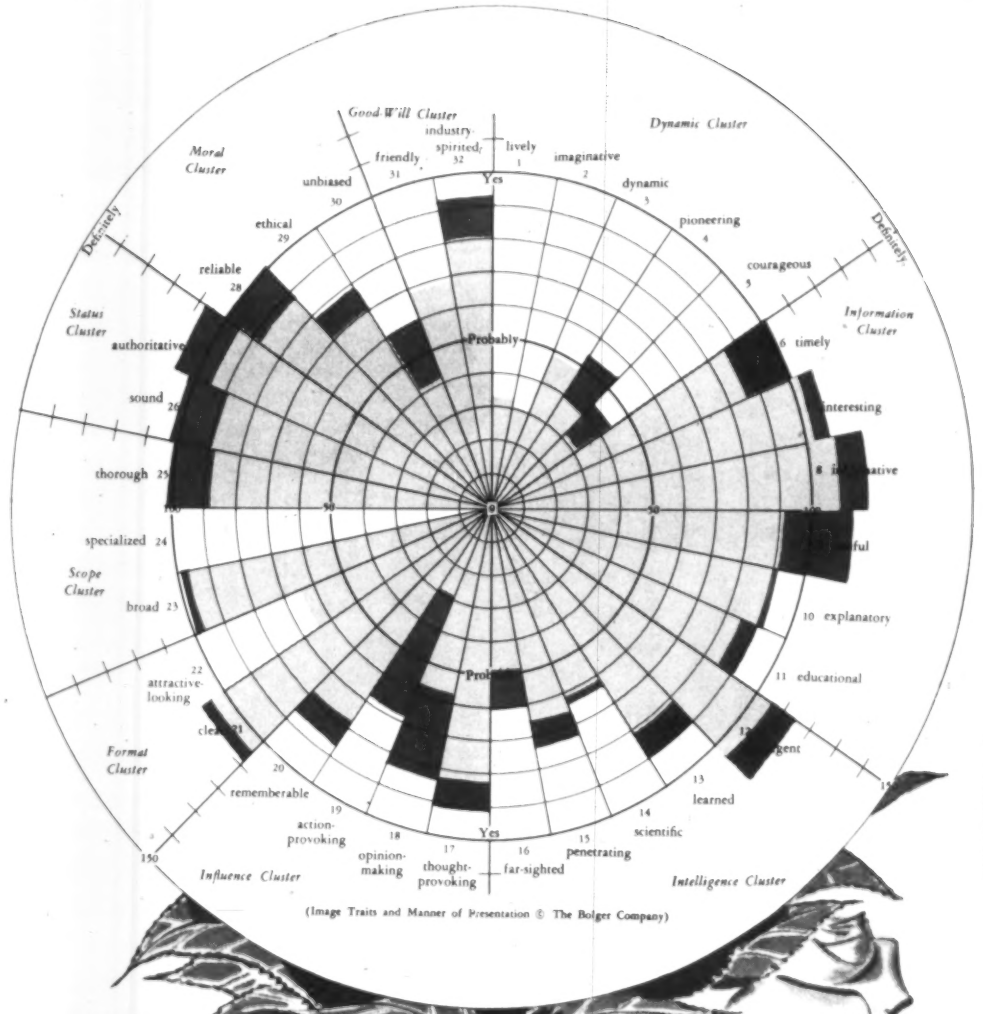
FIRST IN WASHINGTON — IN CIRCULATION
IN ADVERTISING — IN JOURNALISTIC AWARDS

"The climate of the second half of the twentieth century is somewhat hostile to liberty. If liberty survives in this climate it will be because the daily press perceives the nature of this crisis and struggles to imbue its readers with a sense of this challenge."

J. R. Wiggins, Executive Editor of The Washington Post, in a speech at the Sigma Delta Chi Awards Dinner, 1960

Come Share
A Bouquet for The Wall Street Journal

. . . with one thorn



(Image Traits and Manner of Presentation © The Bolger Company)

This image spectrum shows comparison of scores achieved by The Wall Street Journal (dark area) and the average of other publications participating in the Bolger research. The length of each ray shows the intensity of reader opinion on each trait.

memorandum

TO: THE WALL STREET JOURNAL

FROM: YOUR SUBSCRIBERS

RE: OUR OPINION OF YOUR EDITORIAL CONTENT

Not too long ago representatives of The Bolger Company interviewed quite a few of us. They asked us our opinion of The Wall Street Journal. We understand that at the same time The Bolger Company was conducting identical reader research on a group of well known magazines usually considered in the management field. It has taken a little time to tabulate all the answers based on 32 image traits, but we think you can get a good idea of how we feel about you from this little summary:

> The Wall Street Journal is a *pioneering* publication. It is always among the first to investigate and report new developments and new ideas. The *informative* news content is presented in an *intelligent* manner that is both *authoritative* and *sound*. We find this information very *reliable;* therefore, most *useful*. Because its reports are *penetrating* and *thorough*, they are *thought-provoking*. What we read in such *far-sighted* articles and editorials has an effect on some of our opinions and beliefs and on some of the things we do. In other words, The Wall Street Journal is *opinion-making* and *action-provoking*. Frankly, we didn't rate The National Business Daily very high on being attractive-looking, but we obviously agree you have a great personality!

The italicized words are the "image traits" on which The Wall Street Journal scored highest among publications studied. All the other words tie-in with the reputation The Journal has gained among its most ardent critics (or boosters!).

Any buyer of advertising to business can be much more precise by studying the data behind the prose. Wire, write, or call: Mr. T. E. Callis, Advertising Director, The Wall Street Journal, 44 Broad Street, New York, N. Y. Just ask for the MEDIA IMAGE PROFILES OF GENERAL MANAGEMENT PUBLICATIONS—1960.

You get the scores on all 32 image traits for The Wall Street Journal and the average scores for all of the media included in the Bolger research. Should be very helpful to advertisers.

THE WALL STREET JOURNAL
The National Business Daily

Along the Media Path

Brief tape-recorded interviews with the nation's automotive leaders on the future of the industry as they see it at the present time was aired by **WNAC** on Feb. 22 in a day-long salute to the automobile industry.

• To launch its new sing-along jingles, **KQV**, Pittsburgh, featured a 13-hour sing-along presentation on Feb. 12.

• For the second consecutive year, "News Closeup," public affairs series on **WNEW**, New York, has received the National Brotherhood Award from the National Conference of Christians & Jews "for an outstanding contribution to the cause of brotherhood."

• **Bureau of Advertising** of the American Newspaper Publishers Assn. will conduct workshops for retail newspaper salesmen in Princeton, N.J.; Chicago; Portland, Ore.; Los Angeles; and Asheville, N.C. Each three-day workshop will consist of informal sessions emphasizing actual selling demonstrations and practice in using bureau sales material.

• **WLIB**, New York, presented its eighth annual Festival of Negro Music & Drama at New York's Town Hall on Feb. 11 and broadcast it live to its audience.

• **WGLI**, Babylon, N.Y., joined with Ward Baking Co. in a commuter breakfast bar promotion. Free coffee and sandwiches, made with Monks' bread, were served to early morning commuters waiting for trains. Background music was supplied by WGLI's "Sundial" show, broadcast directly from a mobile unit.

• The 1961 Lincoln Continental has been selected as recipient of the **Car Life** award for engineering excellence.

• To publicize its sponsorship of the "Play of the Week," on Channel 13 in New York, **Schrafft's** sent a sample of its ice cream, packed in dry ice, to advertisers and agencies in the area.

• **Chicago Tribune** will publish the official newspaper supplement for the Chicago National Boat Show on March 24, opening day of the 10-day exposition.

• **Implement & Tractor** celebrated its 75th anniversary with a jubilee issue in February.

• To promote its new format, **WORL**, Boston, sent out 100 carrier pigeons with invitations to all the agencies and newspapers in greater Boston to attend a preview of their new format, "The Big Sound—the Golden Sound." Agency and newspaper personnel acknowledged the invitation by filling out the acceptance notes contained in the leg capsule on the pigeons and releasing them.

• Regie International, New York representative of **Elle**, French women's magazine, tied-in with Lancome, French perfumes, to distribute to a selected group of American advertisers a "perfume-scented" rate card.

Lancome to distribute to a selected group of American advertisers a "perfume-scented" rate card.

• To mark its 25th year of publishing, **Look** has scheduled a series of seven major articles on various phases of what *Look* calls "the most turbulent and exciting quarter century in the history of the world." The first article, covering the great decisions of the last quarter century, is by John Gunther and will appear in the Feb. 28 issue.

• **Life** reports newsstand and mail order returns for its inauguration extra, a special, 64-page picture supplement commemorating the Kennedy inauguration, indicate an estimated sale of 470,000 copies.

• More than 2,000 retail drug stores throughout the country will become "Babyville, USA" during May, as they tie-in with the May issue of **McCall's** to feature gift ideas and necessities for the new baby in the home. The May issue of *McCall's* will feature an article giving information on how to give a baby shower with gifts purchased from a drug store.

PUBLICITY
in 2093 Cities!

Send for a copy of FEATURE Magazine, America's prime publicity medium. It reaches all editors in the 2093 largest cities of the U.S. with your feature releases. Hailed by Newsweek! Used by scores of major companies and top PR firms. On your letterhead, please.

CENTRAL FEATURE NEWS, INC.
1475 BROADWAY, N. Y. 36

M·J·B Coffee got more from Channel 4

Ray Viani, District Sales Manager for M.J.B Coffee, puts it this way: "We buy spots on KRCA because we get the audience, and the extra merchandising of in-store promotion from KRCA–which means more sales of M.J.B Coffee." M.J.B is in good company–with Colgate Dental Cream, Lestare, Falstaff, Calo Dog Food, Alka-Seltzer, and many other distinguished advertisers who choose KRCA. They all know the *added* benefit of KRCA's Key Value Merchandising program...the program that gives them concentrated promotion *where it pays off*, at the store level–in many, many stores. Yes, in Los Angeles you get more from Channel 4.

Channel 4 in Los Angeles
NBC owned
sold by NBC Spot Sales

KRCA

• To celebrate National Electrical Week, the **Montreal Gazette** ran a 12-page section in its Feb. 7 issue devoted to the present role of electricity in the home and industry with particular attention to the growth of electrical power in the province of Quebec.

• The Bolger Co., Chicago, has completed an "image evaluation" study of the **Wall Street Journal**, comparing 32 traits with the combined average of five other general management publications. The study, done among high-income readers in suburbs of ten leading cities, measures such characteristics as influence, format, information and good will.

• Maggi Brown, cover girl on the March issue of **Ladies' Home Journal**, and dressed in a ski outfit, as on the cover, recently delivered packaged copies of the March issue of the *Journal* to Chicago and New York advertising and business men.

• As a special commemoration of the current Civil War Centennial and Lincoln's birthday, **WOR-TV**, New York, broadcast the film, "Uncle Tom's Cabin" 16 times during the week of Feb. 13. In addition, in cooperation with Encyclopedia Brittanica and the Dolphin division of Doubleday, the station conducted a special on-the-air essay contest relating to the film. Grand prize winners will receive copies of the 54-volume set, "Great Books of the Western World."

• "Interesting Facts About Playboy," a booklet summarizing **Playboy's** operations, has been published by and is available from *Playboy*, 232 E. Ohio, Chicago 11.

• To publicize its status as number one or "top banana" station in Cincinnati, **WLW**, Cincinnati, mailed bananas to agency personnel around the country. We're wondering if others had the same experience with the bananas as AA, with more than half of the ones delivered being rotten.

• Effective March 1, **KFSD** and **KFSD-TV**, San Diego, will change their call letters to KOGO and KOGO-TV. The station has adopted a new mascot, Kogo, a jumping kangaroo, to be known as a Kogo-Roo. Effective with its change of call letters, the station will introduce a new image and launch a $50,000 contest. Pop songs, show tunes and best-selling albums will be the musical mainstays of the format, and capsule features from 30 to 60 seconds in length will be an integral part of the format. Call letters KFSD will continue to identify the fm operation. #

Ayerst Markets Fluoride Lozenges in Non-Fluoride Areas

Ayerst Laboratories, a division of American Home Products, is introducing Enziflur, an ethical fluoride supplement, "in those areas which are devoid of fluoridation or are insufficiently fluoridated." A lozenge, Enziflur, will be promoted via ads in dental and pediatric journals, direct mail and sampling to doctors and dentists, "educational" literature, displays and "caries prevention hygiene kits." Ted Gotthelf Associates, New York, is handling the introduction.

McKem-Vanta Sets Spring Push

McKem-Vanta, New York, manufacturer of children's sports and playwear, will concentrate its spring advertising in suburban newspapers on the theory that more children's wear per capita is purchased in suburban areas. Large-space two-color ads will start in March in 224 suburban newspapers covering 583 communities. Over 350 stores will participate in the promotion, and each ad will list the local participants. Chalek & Dreyer, New York, is the agency.

WWTV Resumes Programs

TV Station WWTV, Cadillac, Mich., returned to the air Feb. 7, just two weeks after a fire destroyed its transmitter and studio. Gene Ellerman, vp and general manager of Fetzer Television, Kalamazoo, which operates the station, praised suppliers and contractors for their efforts in getting the station back on the air quickly.

the new Commodore!

Ask about the handsomely decorated and magnificent new Windsor Ballroom and smaller suites for all your functions, large or small.

Heart-of-New York Location!

Between U.N. and Theatre Districts; minutes from the Coliseum, Madison Square Garden, shops, night spots. All transportation at door. Close to Rail and Air Terminals; right at Grand Central, near Eastside Airlines Terminal.

Easy to reach by Car!

Private Motor Entrance... uncongested, traffic-free.

2000 Modern Rooms and Suites!

All outside with private bath

FOR RESERVATIONS, WIRE, WRITE OR CALL:

HOTEL Commodore
42nd St. at Lexington Ave.,
New York 17, N. Y. MU 6-6000

BUSINESS ROUGH?

* $8,257 median income, 1960 Starch Report

. . . the stability of the Elks market will help you smooth out those "dips" in your sales graph.

Because so many of them are business owners, executives and professional men, Elks continue to earn* at a high level . . . continue to spend liberally for all types of consumer goods . . . continue investing in the growth and prosperity of their businesses.

That's why the ELKS audience continues to rank high in ownership of autos, homes, appliances . . . purchases of clothing, tobacco products, alcoholic beverages . . . expenditures for travel, office equipment, and other business needs.

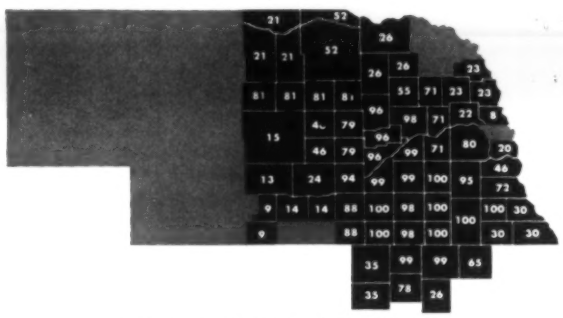
We invite you to investigate the modest cost of selling this growing market—now at an all-time high of 1,285,420 (ABC Publisher's Statement, 12/31/60)—with advertising in the publication Elks respond to:

THE ELKS MAGAZINE

New York, 386 Park Ave. South
Chicago, 360 N. Michigan Ave. Los Angeles, 1709 W. 8th St.

YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

If you've been "prospecting" around Nebraska for big television markets, you know there are just two. One is in the extreme East where *three* top TV stations have "staked their claims."

The other is Lincoln-Land where just *one* station—KOLN-TV—holds sway. And this big market has more than half the buying power of the entire state.

According to latest Nielsen, more than 57,000 Lincoln-Land homes tune in KOLN-TV during prime 6 to 9 p.m. viewing time. Compare this with any other station in Nebraska. Then compare cost-per-thousand figures for nighttime network shows.

Ask Avery-Knodel for all the facts on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke	69,700 homes
Father Knows Best	77,700 homes
6:00 p.m. News	76,000 homes
10:00 p.m. News	64,000 homes

*February Lincoln NSI

AM—TV—FM

The Telzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Although **E. Ross Gamble** left the ad world last year, retiring from his post as vp, director and treasurer of Leo Burnett Co., Chicago, his group of Gambleers (men who formerly worked for him) held true to tradition again this year when they held the 32nd annual testimonial dinner for him Feb. 24 . . .

San Francisco's Golden Gate College recently received a memorial gift from the widow of the late adman, **George W. Kleiser Sr.** Mrs. Kleiser stipulated that the gift was to establish the George W. Kleiser distinguished lectureship in the college's school of advertising . . .

Successful Fund Raiser—**Fairfax Cone**, chairman of the executive committee of Foote, Cone & Belding, proved the right man for the job when as head of Chicago's Crusade of Mercy campaign he made the $15,357,752 goal set for the crusade. It was the first time an adman was chosen for the Chicago fund raising task . . .

Paul G. O'Friel, general manager of WBZ Radio, Westinghouse Broadcasting's Boston outlet, had a string of celebrations in mid-February. On Feb. 13 his fourth child, third son, Mark Lawrence, was born. On Feb. 15 he was admitted to law practice in the courts of the Commonwealth of Massachusetts. And on Feb. 17 he accepted the 1961 National Brotherhood Award of the National Conference of Christians & Jews, awarded to WBZ for its hour-long documentary, "Anne Frank: The Memory and the Meaning" . . .

ADIEU—*Charles Mayer (left), 85, retiring from the mail department of Fuller & Smith & Ross after 18 years, gives some longevity advice at a luncheon given by the agency in Mr. Mayer's honor. His listener: Ralph W. Nicholson, former vp and New York manager of the agency, who recently became assistant Postmaster General for finance.*

W. B. Doner, head of the Detroit agency bearing his name, was recently appointed by Gov. R. E. Swainson as a new member of the Michigan state economic development commission . . .

Fellow employes of Aitkin-Kynett, Philadelphia, honored **Edna M. Gretz**, head of their contracts department, on her 40th anniversary with the agency this month . . . Another adwoman honored was **Bea Adams**, vp of Gardner Advertising, St. Louis, who observes her silver anniversary with the agency this month . . .

James N. Allison, exec vp of the *Midland Reporter-Telegram*, was one of five outstanding young Texans for 1960, so tabbed by the Texas junior chamber of commerce . . .

Patricia Healy, daughter of **Robert Healy**, board chairman of McCann-Erickson, will marry David Rough this June . . .

Four black broadtail jackets with black mink collars were the happy Valentine's Day mementos won at the New York Sales Execs meeting by **Mark Klauser**, advertising and pr director of Ohrbach's; Mrs. **Joseph T. Ott**, wife of the New York sales manager of *Better Homes & Gardens;* Mrs. **Marshall J. McDonough**, wife of the sales manager, equipment division, American Can Co.; and **Irene Bender**, publicity director of Associated Merchandising Corp. . .

Seymour Douglas, promotion director of *Home Furnishings Daily*, and Mrs. Douglas are leaving April 4 for a two-month trip to Europe . . . **Howard A. Harkavy**, president of the direct mail company bearing his name, will teach a new course in direct mail at New York University beginning in June. Mrs. **Andi Emerson**, president of Emerson-Weeks Inc., will conduct a mail order workshop in which **Robert F. Dale** of Creative Mailing Service, **Robert F. De Lay** of Direct Mail Advertising Assn., **Abril Lamarque**, consultant designer, **Charles R. Choquette** of Reply-O-Letter Co., and **Fred R. Messner** of G. M. Basford Co. will be guest lecturers . . .

Along the Bridal Path: Eleanor Gay Cumings, daughter of **Thayer Cumings**, director and vp of BBDO, on Feb. 4 wed Locke McLean . . . Nancy Sue McElroy, daughter of Procter & Gamble chairman **Neil McElroy**, was married Feb. 11 to Lee Merritt Folger . . . Claire Sheridan and **John Joseph Henderson**, president of Henderson & McNelis, market research company, were married Feb. 11 . . . Caroline Ellsworth and **Robert Lamkin**, an account exec with Harrington, Righter & Parsons, have set May 13 as the date . . . Carol Winter and **Lewis Lanyi**, account exec with Charles W. Hoyt Co., were married Feb. 3 . . .

Morris D. Townsend, Rocky Mountain area sales manager of West-Holliday Co., newspaper publishers' representative, was awarded the Denver Adclub's 1961 Silver Medal award for his contributions to advertising . . .

Adman After-Hours—**George H. Straley**, senior copywriter at John Gilbert Craig Advertising Inc., Wilmington, has co-authored a book about the Civil War titled "Inferno at Petersburg," published this month by Chilton Co. . .

RECOMMENDED

SPECIFIED . . . APPROVED . . .
REQUISITIONED . . . CALLED
LOCAL OFFICE.

These are typical of the buying actions which result from buyers' use of manufacturers' catalogs in Sweet's Files. 26,000 responses to more than 80 studies clearly document the significant role of catalogs in increasing selling opportunities for manufacturers who employ Sweet's system. Your Sweet's Representative will gladly review the results of these studies with you. Call him or write to Sweet's Catolog Service, Div. of F. W. Dodge Corp., 119 W. 40th St., New York.

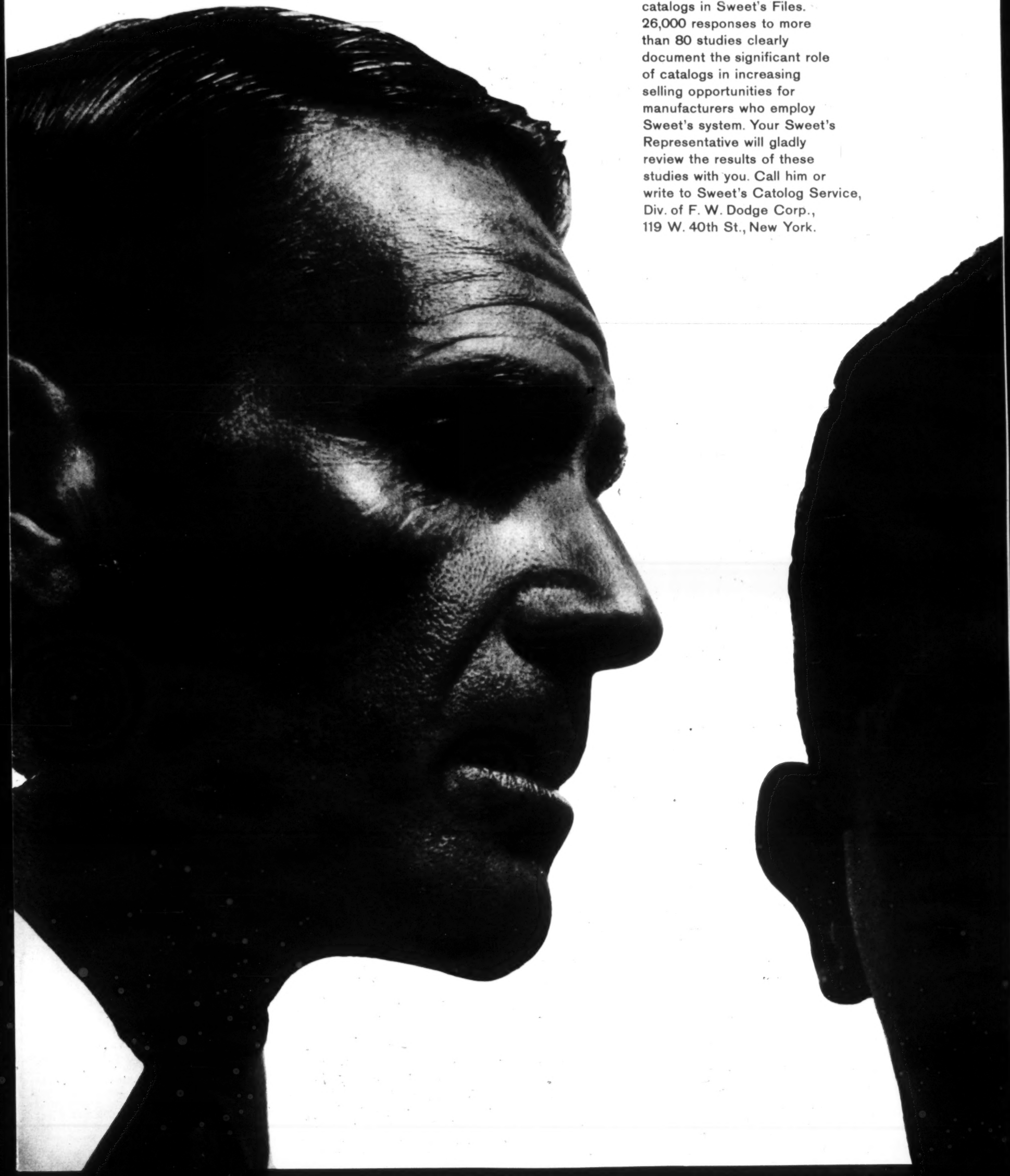


PHOTO STAMPS—"TIP ONS"

Gummed miniature reproductions from your original photos or negatives. 13 sizes can be ordered in quantities 100 upwards. 5 to 7 days service. Write for samples and price list.

THE GROGAN PHOTO COMPANY
Dept. AA
Danville, Illinois

'Newsweek' Names Vos

Newsweek, New York, has named Frank Vos & Co. to handle its circulation promotion advertising. Previously, the account was with Maxwell Sackheim-Franklin Bruck. Vos plans to use magazines and newspapers next summer and fall.

Minnesota Macaroni to Earp

Minnesota Macaroni Co., St. Paul, manufacturer of Jenny Lee's macaroni products, has appointed Sam Earp & Associates, Minneapolis, to handle its advertising, effective March 1. Olmstead & Foley, Minneapolis, is the former agency of record.

Sellotape Goes to Walsh

Sellotape Canada Ltd., Toronto, has named Walsh Advertising Co. Ltd. to handle ad and sales promotion programs for its line of cellulose tapes. McConnell, Eastman & Co. Ltd. was the former agency.

Autolite's 1961 Schedule Includes Television, Print

TOLEDO, Feb. 21—Electric Autolite Co.'s 1961 automotive advertising, which makes up the bulk of the company's advertising activity, will include a national television series to start next fall, heavy schedules in fleet and trade magazines, and sizable expenditures in special interest and consumer publications (AA, Feb. 20).

SPARKLING—*Autolite's 1961 ad drive will include this b&w page scheduled for April issues of Hot Rod and Motor Trend, and May issues of Motor Life, Sports Cars Illustrated and True.*

This is the first full-line activity planned for Autolite by its new agency, Batten, Barton, Durstine & Osborn, Detroit, which took over the $2,000,000-plus account from Grant Advertising Jan. 1.

E. R. Stroh, Autolite vp and director of sales, said his company will co-sponsor "The Racer," a weekly half-hour tv series with a car racing theme and performance message. Negotiations on station distribution have not been completed.

Besides having general audience appeal, Mr. Stroh said, the show will attract wide attention from car buffs, mechanics, and the service and gas station fields.

■ Mr. Stroh also outlined magazine advertising for five automotive divisions—spark plug, battery, service parts, electrical products, and wire and cable.

Spark plug advertising will run in b&w page ads in *Sports Illustrated* and *True* through the end of 1961. The same ads are being scheduled with *Hot Rod*, *Motor Life*, *Motor Trend*, *Popular Science* and *Popular Mechanics* for the auto trade group, and in *Farm Journal*, *Progressive Farmer* and *Successful Farming*.

Fleet and trade publications on the year-long spark plug schedule include *Auto Retailer*, *Gasoline Retailer*, *Implement & Tractor*, *Jobber Topics*, *Motor*, *Motor Age*, *Motor Service*, *Southern Automotive Journal*, *Super Service Station* and *Service Station Management*.

Battery advertising, both b&w spreads and single pages, is planned through the year for *Commercial Car Journal*, *Farm Journal*, *Fleet Owner*, *Implement & Tractor*, *Progressive Farmer*, *Successful Farming* and *Transport Topics*, along with other automotive trade publications.

■ Service parts advertising stresses Autolite's simplified parts program in approximately the same fleet and trade magazines as for plugs.

Automotive Industries, *Automotive News* and *SAE Journal* are on the electrical products group schedule. B&w spreads will carry new product announcements to original equipment manufacturers and design engineers.

Wire and cable insertions are planned for *Commercial Car Journal*, *Gasoline Retailer*, *Jobber Topics* and *Motor Age*. #

Kastor Affiliates with Street

Kastor, Hilton, Chesley, Clifford & Atherton, New York, has affiliated with G. Street & Co., 145-year-old British agency. Each will service the other's clients in its respective areas, exchanging personnel and providing marketing, media and technical assistance.

CHANGING CHICAGO HAS TUNED TO NEW WLS RADIO · THE GOOD SOUND OF MUSIC abc

NOW-NUMBER ONE IN AUDIENCE*

*(A. C. NIELSEN)

SEE YOUR JOHN BLAIR MAN

NOW! The Detroit News sells the Detroit Market more effectively than ever...

737,415
TOTAL WEEKDAY PAID*

933,339
TOTAL SUNDAY PAID*

*Average Paid circulations 11/7/60—12/31/60 reported in Interim Statement filed with ABC, subject to audit, 10/1/60—12/31/60

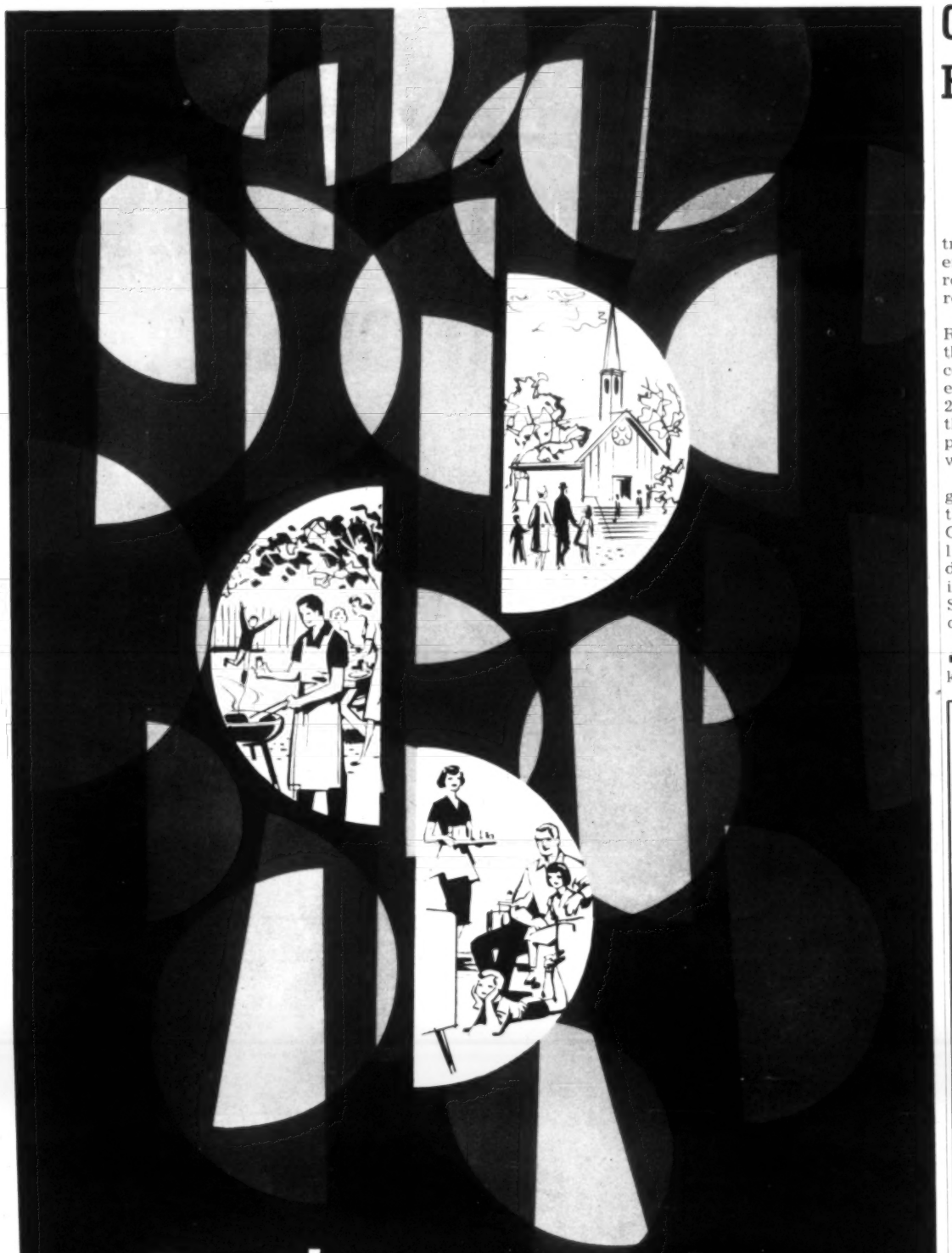
...now reaches **81%** of all homes in the Retail Trading Area that take 1 or both Detroit newspapers.*

▶ Greatest coverage by 1 newspaper in any of the nation's top 5 markets...at the lowest milline rate...$1.90 Weekdays; $1.66 Sunday!

The Detroit News
INCLUDING BEST FEATURES FROM
Detroit Times

New York Office: Suite 1237, 60 E. 42nd St. • **Chicago Office**: 435 N. Michigan Ave., Tribune Tower • **Pacific Office**: 785 Market St., San Francisco • **Miami Beach**: The Leonard Co., 311 Lincoln Road

*Audience Study, Detroit Newspapers, 12/13/60—12/21/60, Carl J. Nelson Research, Inc.



Together for good reason

The closer people are brought together by their mutual interests, the greater the opportunities for communications.

The active participation of TOGETHER families in church and community affairs — largely at the leadership level — creates a framework within which communication is easy.

TOGETHER exerts substantial influence in over 900,000 homes. So will your product story when it is in . . .

Together

The midmonth magazine for Methodist Families

740 RUSH STREET, CHICAGO 11, ILLINOIS

ABC

Chevy Topped Ford in '60

R. L. Polk Figures Show Rambler Passed Pontiac, Dodge Moving to No. 6

DETROIT, Feb. 21—New car registrations for 1960 were 8.86% higher than in 1959, with Chevrolet returning to undisputed first place, relinquished to Ford in 1959.

The year's total, according to R. L. Polk & Co., which compiles the figures from official state licensing sources, was 6,576,650 passenger cars for 1960, against 6,041,275 for 1959. The total makes 1960 the second-best sales year, surpassed only by 1955, when the total was 7,169,908.

Chrysler Corp. made the largest gain for the year in total share of the market, rising 2.7% to 14%. General Motors also gained slightly, up 1.5%, to 43.6%. Ford dropped 1.5%, to 26.6%, and American Motors rose 0.4%, to 6.4%. Studebaker-Packard lost 0.6%, dropping to 1.6% of the market.

■ The remainder of the total market—7.7%—went to imports, which totaled 498,785, a considerable decline from 1959, when they posted 614,131 registrations (10.2%).

Other changes in the rankings, in addition to that of Chevrolet and Ford, saw Rambler go ahead of Pontiac, into fourth place, and Dodge advance from eighth to sixth.

Compact cars are figured at 24.6% of the 1960 total, according to an *Automotive News* compilation—1,621,719 cars.

The total registrations for both years, all domestic makes are as follows:

	1960	1959
1. Chevrolet	1,696,925	1,419,131
2. Ford	1,420,352	1,471,249
3. Plymouth	455,590	390,104
4. Rambler	422,273	363,372
5. Pontiac	399,646	382,137
6. Dodge	356,572	167,277
7. Oldsmobile	355,798	360,525
8. Buick	267,837	245,909
9. Comet	157,515	———
10. Mercury	150,724	157,972
11. Cadillac	149,593	135,387
12. Studebaker	106,244	133,382
13. Chrysler	79,752	64,424
14. De Soto	23,063	42,488
15. Lincoln	20,711	28,815
16. Imperial	16,360	18,498

Bad Publicity Hurting Chrysler Sales: Colbert

DETROIT, Feb. 21—Although Chrysler Corp. made the largest gain in share of the auto market in 1960, the company is being hurt by adverse publicity, according to L. L. Colbert, president, and is making a survey to try to measure the effect of happenings, including litigation, since last April, when charges of conflict of interest in the corporation's top rank first broke out.

Mr. Colbert's statement was the first formal admission that bad publicity is hurting sales. Since 1961 models went on sale, Chrysler's share of the market has sunk to 12.9%, against 14% for 1960.

Agency Publishes Digest

Guerin, Johnstone, Gage, Los Angeles, has begun publication of "Marketing Digest," a monthly house magazine containing digests of marketing articles plus agency comment on advertising and marketing topics. Don Acklin is managing editor.

CULLIGAN CUTIE—*Culligan Inc. will promote its water softeners with this page ad in August and September issues of six magazines.*

Culligan to Open Water Conditioning Campaign in March

NORTHBROOK, ILL., Feb. 21—Culligan Inc., manufacturer, supplier and servicer of water softening and water conditioning equipment, will kick off its 1961 national ad program in March.

Culligan will run page b&w ads from March through November in *Good Housekeeping, House & Garden, House Beautiful, Parents' Magazine, The Saturday Evening Post, Sunset Magazine* and *Time*. Also on the schedule are *Better Homes & Gardens Home Improvement Ideas, Home Modernizing Guide, House & Garden's Book of Building, House Beautiful's Building Manual, Living's New Guide to Home Planning & Remodeling* and *New Homes Guide*.

The company will invest $330,000 in magazines this year—an 11% increase over 1960's national ad budget. Alex T. Franz Inc., Chicago, is the agency.

■ In addition to national ads, Culligan dealers will invest an estimated $2,000,000 this year in local advertising. Dealers will concentrate on expanding the "Hey, Culligan Man" theme which was originated last year and has proved successful. The dealers invested about $1,500,000 in local media last year.

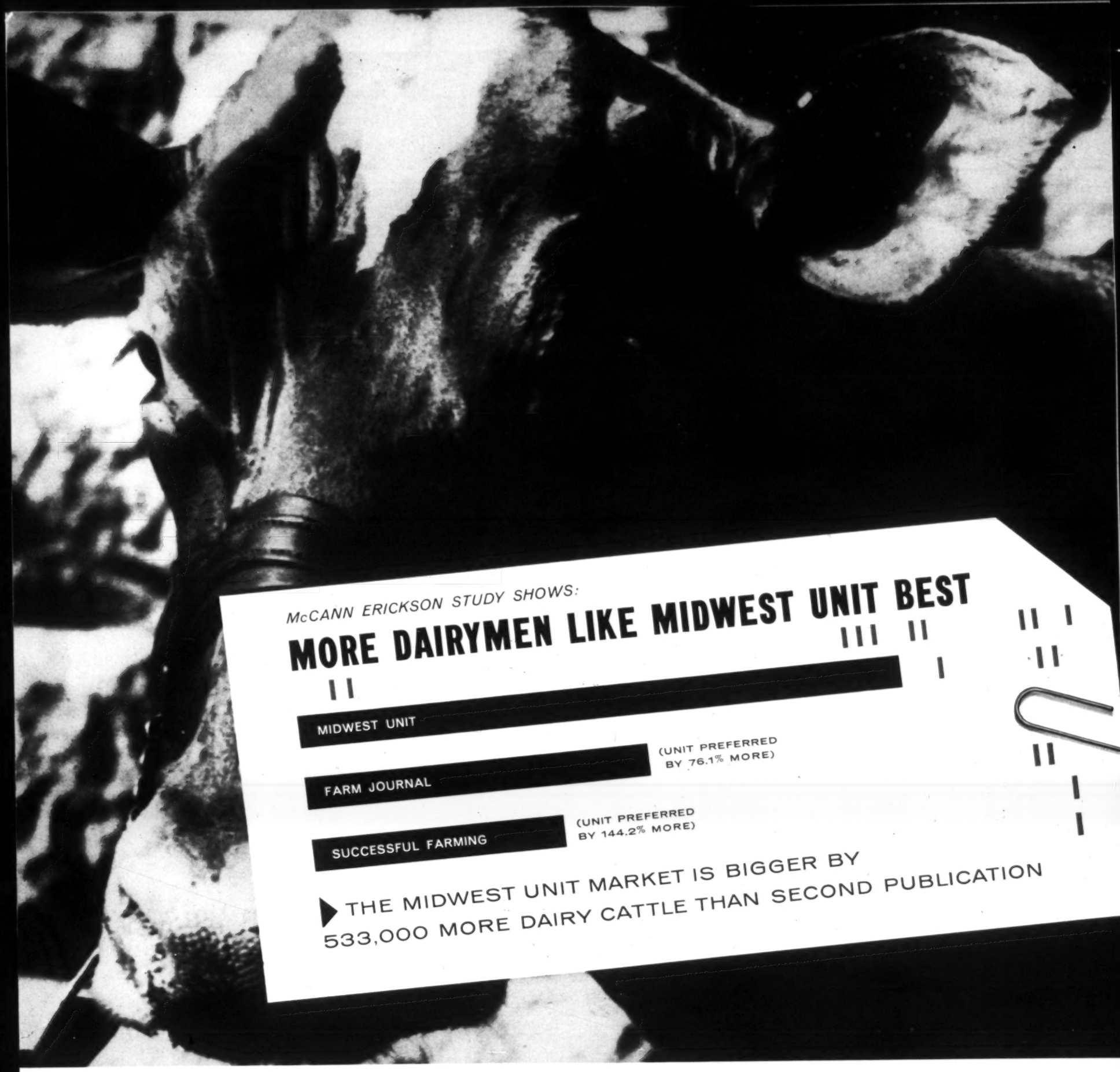
Most of Culligan's 1,100 dealers are members of 30 co-op groups, which choose the local media to be used. In the past, the dealers have used newspapers and radio primarily, but this year the dealers intend to expand into tv. The Franz agency currently is preparing tv spots for the dealer groups.

Although Culligan dealer advertising is prepared by the Franz agency, the local advertising is placed through some 12 regional agencies throughout the U.S. Culligan and its dealers share equally the cost of the national ad program, and Culligan pays for 20% of the media costs of the local ad campaigns.

■ Although sales in the major appliance industry were down about 20% last year as compared with 1959, Culligan enjoyed an 8% increase in sales over the previous year. #

DCS&S Adds One; Boosts 3

Doherty, Clifford, Steers & Shenfield, New York, has been named to handle advertising for the Florida Development Commission. Hal Leyshon & Associates formerly handled the account. DCS&S has promoted Edward F. Pivo and John R. Burray Jr., senior art directors, to associate executive art directors and Donald A. Perkins from an assistant print buyer to an assistant account executive.



McCANN ERICKSON STUDY SHOWS:

MORE DAIRYMEN LIKE MIDWEST UNIT BEST

MIDWEST UNIT

FARM JOURNAL (UNIT PREFERRED BY 76.1% MORE)

SUCCESSFUL FARMING (UNIT PREFERRED BY 144.2% MORE)

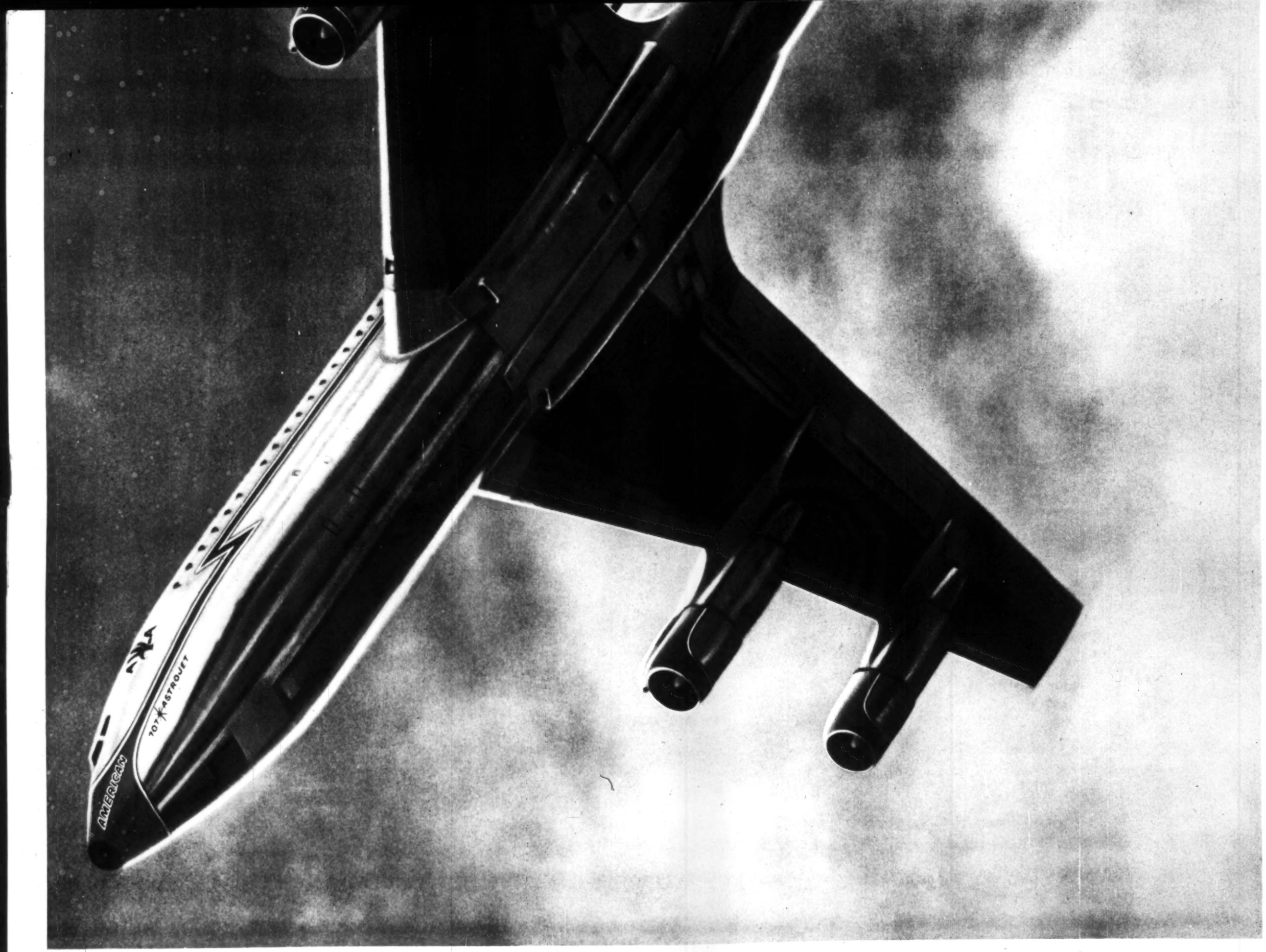
▶ THE MIDWEST UNIT MARKET IS BIGGER BY 533,000 MORE DAIRY CATTLE THAN SECOND PUBLICATION

Your Unit bonus: Top choice with top income farmers

In every classification—swine, dairy, poultry, corn, cropland, tractors, trucks—total preference and preference of the top producers go to Midwest Farm Paper Unit. The new McCann Erickson study is packed with useful, unbiased facts and figures. It gives you a new measure of your sales potential in "the world's richest farm market"—a new gauge of effective advertising coverage. Write your nearest sales office for a free copy of this eighty-two page study now.

MIDWEST UNIT *Farm Papers*

SALES OFFICES AT: 35 E. Wacker Drive, Chicago 1 • 250 Park Ave., New York 17, New York • 110 Sutter St., San Francisco 4 159 S. Vermont Ave., Los Angeles 4.


AMERICAN
707 ASTROJET

THE NEW 707 ASTROJET*

AMERICAN AIRLINES OPENS JET AGE: STAGE II,

introducing the world's most advanced, most dependable jetliner in daily transcontinental passenger service. ■ American's fleet of Astrojets will bring you a new standard in jet performance by the airline that is *first choice of experienced travelers.* ■ The 707 Astrojet easily outperforms all other airliners. Its more powerful Jet-Fan engines represent the most significant advance in commercial aviation since the development of the original jet engine. ■ Powered by these new Jet-Fan engines, American's 707 Astrojet has the thrust for quicker take-off, using far less runway than the best of standard jets. You'll enjoy a wonderful sense of confidence as you experience the Astrojet's exceptional rate of climb—as you relax on the jet that cruises smoothly, easily, within the transonic range—faster than any other jetliner in the world. ■ In keeping with a 25-year tradition of leadership, American Airlines is proud to be first in bringing you this wonderful new dimension in jet travel—this historic new era in air transportation.

AMERICAN AIRLINES

America's Leading Airline

*Service mark of American Airlines, Inc.

You Ought to Know ... Burton Hotvedt

(For photos of the BPA meeting see Page 152)

NEW YORK, Feb. 21—When Business Publications Audit of Circulations last week named Burton E. Hotvedt as chairman of the board, it chose a man who believes (like BPA) in "the quality of numbers."

Burton E. Hotvedt

BPA members say they have only to look at Mr. Hotvedt's private life for confirmation — he has seven children, ranging from a Harvard law school graduate to a four-year-old.

As chief of BPA, however, he will have not seven, but 700 under his wing. Stepping in as the successor to Howard G. Sawyer, who retired in the second year of his second term as a board member to devote full time to his job as vp of Marsteller, Rickard, Gebhardt & Reed, Mr. Hotvedt will head an organization whose total membership has reached 752.

Mr. Hotvedt, vp and general manager of the Milwaukee office of the Brady Co., where he has been for the past year, notes he brings to the BPA job "a background from all sides of the desk." He has worked on the advertiser's side, in publishing, and on the agency side. "I think I can fairly say I represent the constituency's viewpoint," he said.

■ Before joining Brady he worked for Blackhawk Mfg. Co.; Chilton Publishing ("where I served on books that were paid and books that had unpaid circulation"); and as a vp and director of Klau-Van Pietersom-Dunlap, Milwaukee. While vp in charge of the industrial division of the Klau agency, Mr. Hotvedt once helped present a report to the t.f. Club of Chicago to point out the moral that "cocktails and presentations don't mix." The survey of midwestern industrial ad managers and agency men, he said, indicated that the best way to kill chances of selling business paper advertising was to put on a presentation without an appointment, staging it at a lunch including cocktails.

In addition to his BPA work (which dates back three years), he is a senior vp of the Advertising Federation of America. He is on the AFA executive committee, chairman of the Council of Advertising Clubs, and legislative chairman. He regards his AFA affiliation as "something not to be minimized" in connection with his BPA work.

■ "A man can approach BPA officership in the legislative sense only," Mr. Hotvedt told ADVERTISING AGE. "But I would like to blend both the legislative and the humanistic."

Whether it is the intricacies of audit policies, or the murky depths of philosophy, Mr. Hotvedt seems well qualified for going beyond the merely "legislative." In his spare time, he is a teacher of sociology and philosophy. "I teach as an avocation," he said. "I am a frequent guest speaker at Northwestern University."

He is also a regular speaker and writer in three fields—advertising, social welfare and legislative issues. In addition, he does regular church and youth work.

How will he attempt to "blend the legislative and the humanistic" elements at BPA? He sees three areas as most important:

• **1.** He plans to continue the vigorous public relations program instituted under his predecessor. Aim of the program is to expand the number of media buyers and advertisers who can interpret the meaning of audit forms.

"BPA has an obligation to publishers who have invested their courage, money and prestige in a searching audit. It takes guts for a publisher to stand up to an audit such as we give them," he said.

• **2.** "I intend to make certain that the audit form itself is not bound by traditional formats. I don't mean to alter the content, but rather the placement of elements, so that all publishers will be served fairly."

• **3.** Mr. Hotvedt plans to explore the proposal of a special division of auditing to serve the type of nonbusiness publications described by his predecessor in his "swan song" at the 29th annual meeting last week. He said that it is his "own personal desire to explore these possibilities. This will have a continual, significant place on our agenda."

■ Mr. Hotvedt will be going into his threefold undertaking with the knowledge that he has been in on "the major development of this past year" at BPA—the single audit form.

He served as chairman of the subcommittee which spearheaded the single audit, and reports having sat in on "many meetings and depth studies, before it was finally approved last October." The annual meeting last week gave him the "first opportunity to meet our members head-on in interpreting the form."

As for extending the principle of the single audit, Mr. Hotvedt said: "When one has lived with the many facets of this business, as one must in this role, one finds it is exceedingly difficult to get all the varying interests into the same lodge."

■ He said many varying publishing philosophies and economic factors are involved. These problems were rarely discussed and could not be easily discussed.

"It is not a bad idea to have a couple of audit bureaus," he said. "The tendency to standardize and organize does not always lead to a good buying climate." #

Chemstrand Sets Big Ad

Chemstrand Corp. will run a 24-page two-color buying guide in the spring edition of *Fairchild's Men's & Boys' Wear Directory*. It will be the biggest ad ever carried by a Fairchild directory. Doyle Dane Bernbach Inc. is the Chemstrand agency.

Barrack Joins Pillsbury

Richard Barrack has joined Pillsbury Co., Minneapolis, as advertising manager of the feed division. Mr. Barrack was formerly assistant advertising manager of Watkins Products, Winona, Minn.

RANKED 4th* NATIONALLY in R.O.P. Color

*The Latest HOE Report of Dec., 1960 covering more than 400 daily newspapers.

maha World-Herald

DISCOUNTS AVAILABLE UP TO 24%

CIRCULATION

DAILY 250,113
(less than 5% duplication)
SUNDAY 261,701

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

HAVE YOU SEEN THIS AD SOMEWHERE BEFORE?

Certainly. We wished you good morning once before — on page 7. We ran the ad twice to get one point across: millions of readers see your ad page twice in a single issue of The Saturday Evening Post. (There's no extra charge for the extra chance to sell.) And the new Rochester Study indicates that two exposures of an ad page in a single issue of the Post have twice the effect of one on the reader's *willingness to buy your brand.*

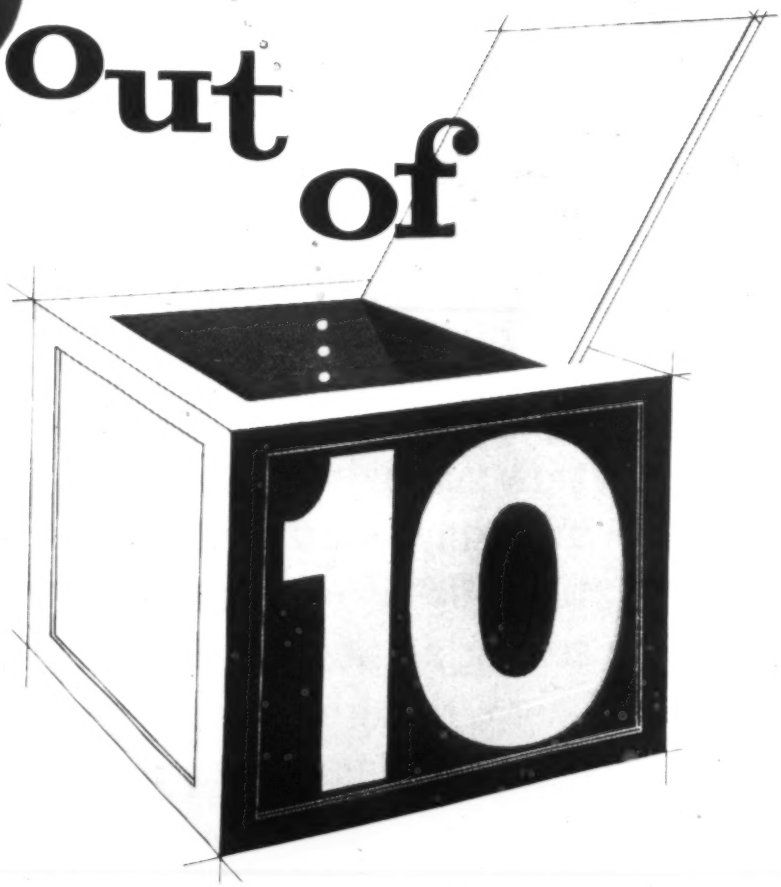
No other magazine in the general weekly field gives you as many selling opportunities as The Saturday Evening Post. That's why your advertising in the Post hits harder. Sticks longer. Sells better.

Good morning. You in advertising? Lot of talk, these days, about hard sell. Seems to us you need a medium that is welcomed by the people with money to spend...and gives you the time to sell them. That would be the reading weekly, The Saturday Evening Post. Our readers are eager to hear what you have to say. Your Post ad page gets millions more repeat exposures to younger, larger, higher-income families than the same ad in the picture magazines. And with $12 billion in advertising competing for the buck of today's tight-fisted customer . . . even the hardest-selling ad needs all the help it can get. We offer a thought for the day to wide-awake ad men: the number-one magazine for reading is your number-one magazine for selling . . . The Saturday Evening Post.

Only in Milwaukee! Only in THE MILWAUKEE JOURNAL! Nowhere else in the United States can you reach 9 out of 10 newspaper readers in a rich, million-plus metropolitan area with just one newspaper. And milline rates are among the lowest in the country under The Journal's new discount structure. When picking big newspaper markets, remember the best buy in buy-lines...

THE MILWAUKEE JOURNAL
375,950 Daily · 513,647 Sunday
Member of Million Market Newspapers, Inc. • New York
Chicago • Detroit • Los Angeles • San Francisco

9 out of 10



New Volume Discount Rate Schedule effective Mar. 1, 1961.

Decision Puts Truck-Rail Rivalry Back on Track, Supreme Court Says

(Continued from Page 1B)

its member truckers that Byoir and the railroads engaged in "vicious, corrupt and fraudulent" lobbying and publicity to get legislation harmful to truckers and to damage the standing of truckers with their customers and the public.

■ In its reversal of the damage award the Supreme Court said Byoir and its clients should be cleared, even though they deceived the public by circulating their propaganda as the spontaneous declarations of independent groups.

"We can certainly agree with the courts below that this technique, though in widespread use among practitioners of the art of public relations, is one which falls far short of the ethical standards generally approved in this country," the court said.

"It does not follow, however, that the use of the technique in a publicity campaign designed to influence governmental action constitutes a violation of the Sherman Act.

"Insofar as that act sets up a code of ethics at all, it is a code that condemns trade restraints, not political activity."

■ The case stemmed from activities by railroads to induce Pennsylvania to adopt "overloading" laws limiting the operation of trucks on the state highways. Truckers said railroads and Byoir used a "third party" technique to spread their views through seemingly disinterested outsiders; the railroads replied that they were simply informing the legislature and the public of the damage that resulted when overloaded trucks used the state's highways.

In a similar case, the district court in Washington recently awarded Riss & Co., Kansas City, $225,000 in damages from 23 railroads, four trade associations and Byoir, on charges that the railroad group conspired to lobby for action preventing the trucking firm from carrying government explosives (AA, Nov. 14, '60).

■ In its decision in the Pennsylvania trucker's case, the Supreme Court today emphasized that the purpose of the combination was to get government action.

The court said it has long been recognized that where there is a restraint on trade as a result of government action, no violation of the anti-trust law is involved. "We think it is equally clear," the court said, "that the Sherman Act does not prohibit two or more persons from associating together to persuade the legislature or the executive to take particular action."

The court distinguished between a combination to get legislation and a combination to restrain trade. The combinations banned by the Sherman Act ordinarily are characterized by an express or implied agreement or understanding to give up freedoms or help one another take away freedoms of others through such devices as price fixing agreements, boycotts, market division agreements and other similar arrangements, the court said.

■ Emphasizing its belief that the two kinds of combinations are not to be treated alike, the court said that in a representative democracy the whole concept of representation depends on the ability of the people to make their wishes known.

"To hold that the government retains the power to act in this representative capacity, and yet hold at the same time that the people cannot freely inform the government of their wishes would impute to the Sherman Act a purpose to regulate, not business activity, but political activity, a purpose which would have no basis whatever in the legislative history of the act," the court said.

■ Turning to the contention that railroads and Byoir undertook their campaign with the intention of injuring the truckers, the court said, "The right of the people to inform their representatives in government of their desires with respect to the passage or enforcement of laws cannot properly be made to depend upon their intent in doing so. It is neither unusual nor illegal for people to seek action on laws in the hope that they may bring about an advantage to themselves and a disadvantage to their competitors."

The court also rejected a finding that the railroads were interested in hurting the truckers even if no legislation resulted. "There are no specific findings that the railroads attempted directly to persuade anyone not to deal with the truckers," the court noted. "Moreover, all the evidence in the record, both oral and documentary, deals with the railroads' efforts to influence the passage and enforcement of laws.

■ "Circulars, speeches, newspaper articles, editorials, magazine articles, memoranda and all other documents discuss in one way or another the railroads' charges that heavy trucks injure the roads, violate the laws and create traffic hazards, and urge that truckers should be forced to pay a fair share of the costs of rebuilding the roads, and that they should be compelled to obey the laws, and that limits should be placed upon the weight of the loads they are permitted to carry."

It is inevitable that in a campaign like this, direct injury to the party against whom the campaign is directed will result, the court said.

"To hold that the knowing infliction of such injury renders the campaign itself illegal would be tantamount to outlawing all such campaigns."

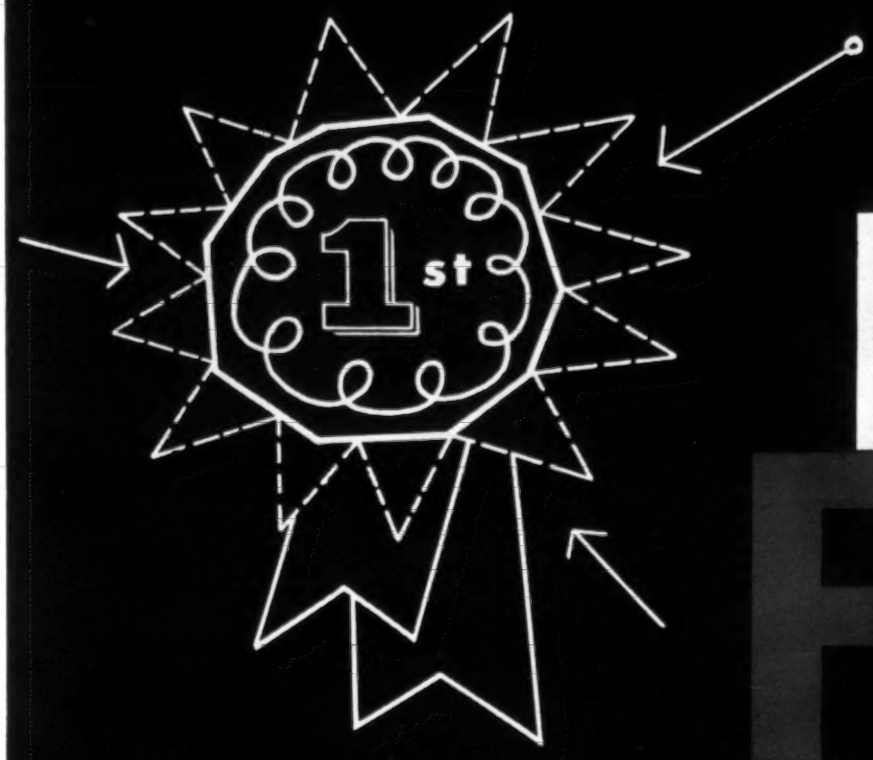
There may be situations where a publicity campaign ostensibly directed toward securing government action is really a sham to cover an attempt to interfere with the business relationships of competitors, the decision noted. But this certainly is not so in this case, the court said.

■ The lower court had dismissed a countersuit by the railroads for damages as a result of lobbying by truckers. With the dismissal of the verdict against railroads, the Supreme Court said it had restored the true nature of the case—a "no holds barred fight between two industries, both of which are seeking a profitable source of income.

"Inherent in such fights, which are commonplace in the halls of legislative bodies, is the possibility, and in many instances even the probability, that one group or the other will get hurt by the arguments that are made.

"In this particular instance, each group appears to have utilized all the political powers it could muster in an attempt to bring about the passage of laws that would help it or injure the other. But the contest itself appears to have been conducted along lines normally accepted in our political system, except to the extent that each group has deliberately deceived the public and public officials. And that deception, reprehensible as it is, can be of no consequence as far as the Sherman Act is concerned." #

THE HOUSTON CHRONICLE



FIRST
FIRST
FIRST

The Chronicle Is First In Total Advertising Published . . .
More Than Both Other Houston Newspapers Combined

Total Advertising Linage 1960

CHRONICLE . . . . 42,135,890 Lines

Post . . . . . 32,435,920 Lines Press . . . . . 8,881,874 Lines

And The Chronicle Is First In Total City Circulation --- Daily and Sunday

5,482 More	71,554 More	16,005 More
Total City Circulation Daily Than the Houston Post	Total City Circulation Daily Than the Houston Press	Total City Circulation Sunday Than the Houston Post

Sources: Media Records 1960 and Comparison of Publishers' Statements to the Audit Bureau of Circulations for the six months ending September 30, 1960. Chronicle daily, Monday - Friday.

1st Newspaper in the Nation's 7th Largest City

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Branham Company — National Representatives

The Chronicle is a Must Buy because:

Member The TEXAS GROUP

In Houston, The Chronicle Reaches More People

In Houston, The Chronicle Carries More Advertising

In Houston, The Chronicle Sells More Merchandise

Sheridan Rejoins Pickens

Philip J. Sheridan has rejoined Don R. Pickens Co., San Francisco, media representative, as an associate. He was formerly an account executive on the advertising staff of the *San Francisco Chronicle*.

THE LUBBOCK MARKET IS NEAR THE.....

BILLION

DOLLAR MARK

Individual Income in the 20 County South Plains Area Is $866,450,000

Authority EDITOR AND PUBLISHER'S 57th Annual Market Guide

LUBBOCK AVALANCHE JOURNAL

Lubbock, Texas

General Foods Boosts Two

Howard R. Bloomquist, formerly manager of the Post division of General Foods Corp., White Plains, N. Y., has been named marketing manager of the Jell-O division. James R. Darling, advertising and merchandising manager in the Jell-O division, has been promoted to marketing counselor in the corporate marketing area headed by Robert H. Bennett, vp and senior marketing counselor.

Arizona Net Names McCloy

The 11-station Arizona Network has appointed John C. McCloy director of sales. He will continue as a sales representative of KOY, Phoenix, key station of the network.

Ad Manager Works Hard, Knows Lots, Makes $10,200, 'IM' Reports

(Continued from Page 1B)

annually; in 25% of the cases he earns $1,000 per year in profit sharing. About 10% of the ad managers get additional income in the form of stock options. The typical base salary is $9,600 per year.

• **Company affiliations:** His company is located in a city with a 300,000 population, employs between 750 and 1,000 persons, and has gross sales of $12,000,000. *IM*'s typical ad manager has been with his present company for six years and has been its ad manager for the past four. His 1961 budget totals $175,000.

• **Job characteristics:** Including work done at home and while commuting, *IM*'s ad manager spends 50 hours a week getting his job done, and he is away from home overnight 30 days annually. He got his present title when his predecessor resigned, and he reports to the company sales manager.

Managing the company advertising department is "primarily administrative, rather than creative," and there are two people working "directly" under the ad manager.

Promotion Patterns

Those now performing the function in industrial companies don't seem to consider advertising management to be a "terminal assignment"—either with their present companies or elsewhere.

Sales management and marketing management ended in almost a dead heat—percentagewise—as the next, and preferred, rung on the ad manager's promotion ladder. Despite this fact, more than 27% of the ad managers responded with an "uncertain" when *IM* asked them to specify their next job title.

From the standpoint of changing jobs, there are two "critical" years in the industrial ad manager's professional life. The third and fifth years are tops in job changes. Survey answers showed that if an ad manager stays with his company more than two years he's likely to stay for at least four. Once he starts his fifth year with the same company, an industrial ad manager is not likely to move elsewhere until at least his seventh year.

Education vs. Income

Correlation of average incomes and age with subjects in which industrial ad managers majored in college indicates that English and/or literature pay off the most—with a major in economics running a close second.

Among *IM*'s ad managers, highest both in average age and income were ad managers who had studied English and/or literature —$12,055 salary at age 42. Those who had majored in economics averaged just under 40 years old and had incomes of $11,900. Journalism majors ranked third in income and fourth in age—$11,320 and 38 years old.

Second Survey

Written by *IM*'s editorial research director, Jay Bullen, the current industrial ad manager profile is based on the second nationwide survey by that publication. The first was conducted in 1957.

In that year, Pittsburgh, New York, Philadelphia, Chicago, and Cleveland ranked—in the order named—as the cities accounting for the top five income brackets for industrial ad managers.

Based on average incomes, the 1960 survey showed a shakeup in geographic alignment, with ad managers in the San Francisco-Oakland area drawing top salaries and those in the Los Angeles area (which ranked seventh in 1957) following close behind. Philadelphia, Minneapolis, and Detroit ranked next in successive order.

The first instalment of the two-part report contains 13 different tables correlating ad managers' incomes with such factors as age, education, company size, geographic location, industry classification, etc. #

What coverage are you buying?

(or selling)

Whether you are a buyer or seller of time, Nielsen Coverage Service '61 (NCS '61) answers that all-important question, in terms of: *how many . . . where . . . how often.*

If you are a buyer of time, NCS '61 tells you whether the facilities you have selected cover your market adequately, or need supplementation.

If you are a seller of time, NCS '61 spells out your station's strong points in covering the area it serves.

Buyer or seller, you will get from NCS '61 the only up-to-date authoritative coverage facts for both radio and television:

—number of homes reached
—county by county
—day, night; daily, weekly

all based on the 1960 U.S. Census.

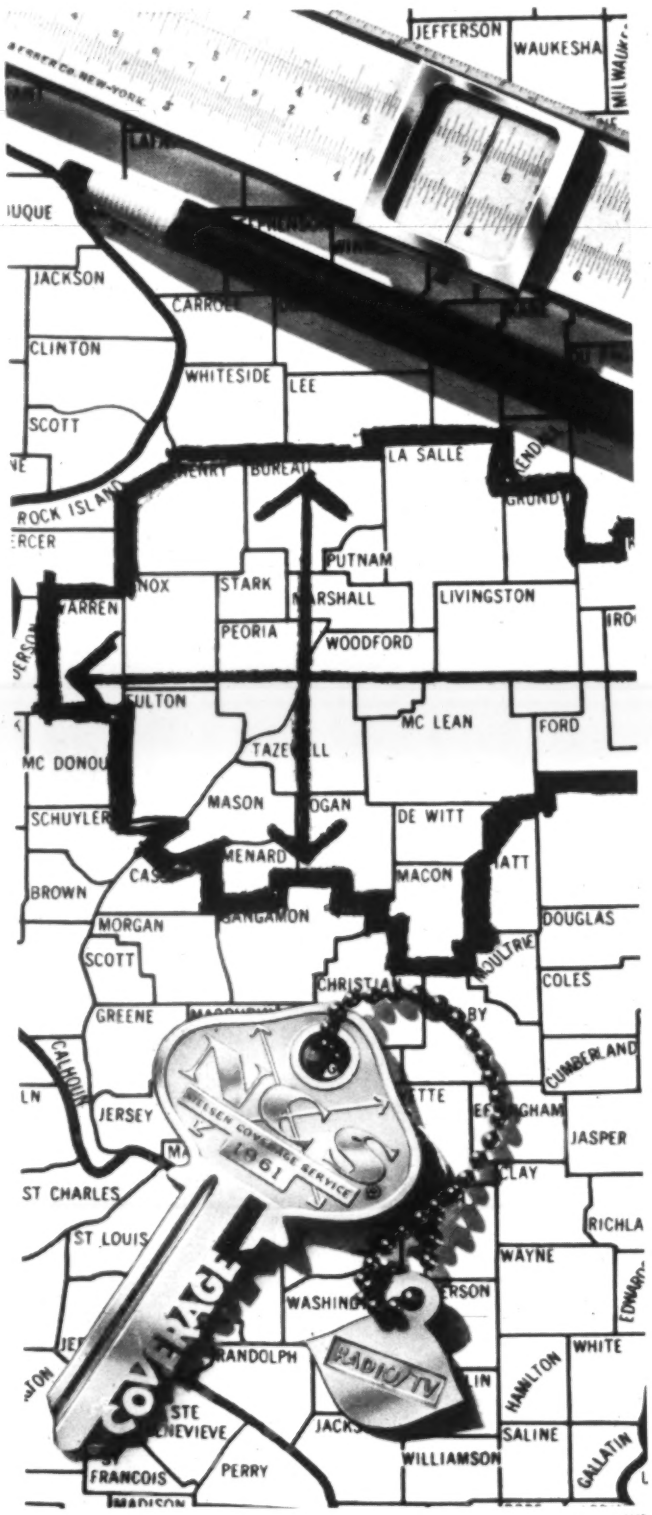
FOR ALL THE FACTS

CALL . . . WIRE . . . OR WRITE TODAY

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 1-7700



1005

Nielsen Coverage Service

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

Steero makes it...LOOK sells it!

"I'm happy to report that our LOOK advertising was responsible... for a sales increase which is more than double our normal rate of growth," reports Arthur L. Iger, Executive Director of American Kitchen Products Company, makers of Steero Bouillon.

Steero ran its first LOOK advertisement in the March 29, 1960, issue. The ad appeared in Magazone 7 (West Coast), where—according to Executive Director Iger—"we wanted to push Steero sales."

"In the month after our advertisement came out," Mr. Iger reports, "our sales increase on the West Coast amounted to about 12%. Our sales generally had been increasing at a rate of 5%.

"Our second ad, in your May 24, 1960, issue in Zone 7, showed the cumulative impact of the campaign, with sales in this area running three or four times what our overall sales were.

"*We're all agreed that* LOOK *does boost sales.* That's why we plan to use LOOK Magazine on a continuing basis."

Advertisers recognize the tremendous pulling power of LOOK Magazine. In the past year—and the past five years—LOOK gained more advertising revenue than any other major magazine. One reason for this unmatched growth is LOOK's outstanding record in producing sales results. **For LOOK means sales.**

AMERICAN HOME: FIRST IN FURNISHINGS AND APPLIANCES

No other national mass magazine devotes as much editorial space to *home furnishings and appliances* as the new American Home. You'll find page after colorful page of livable room settings ranging from enduring traditional to prophetically modern.

Practical? You bet! This ship-shape interior from a recent issue, for example, was designed with 12,000,000 busy, buying men and women in mind. Furniture, fabrics, rugs and accessories are all available in hundreds of major department and specialty stores across the country. What's more, through American Home's Shopping Information Service,

readers can get details on where to buy them and how much they cost.

Common sense and uncommon sensitivity are the twin qualities of American Home's editorial staff. They know first-hand the tastes and problems of today's young suburbanites. They're young suburbanites themselves, with a flair for adventure and a contagious enthusiasm. In fact, they're the youngest editorial staff in the mass magazine business. American Home's level-headed vitality is paying off in newsstand gains and advertising orders. It's paying off in sales for our advertisers, too. Aiming for America's homes? Get there with the new American Home.

AMERICAN
HOME

THE MOST EXCITING THING THAT'S EVER HAPPENED TO HOME SERVICE MAGAZINES

FRANK BLAIR
PROMOTES HANDI-WRAP
in "Assignment Lunch Box," a 14-minute film about America's carried lunches slated for national TV release. The picture was written and produced for the Dow Chemical Company of Midland, Michigan by . . .

FRED A. NILES PRODUCTIONS, INC.
1058 W. Washington Blvd. • Chicago 7
In Hollywood: 650 N. Bronson

Information for Advertisers

"Roanoke . . . WSLS-TV, Synonyms for Profit," a study of the Roanoke television market, including data on retail sales, buying income, food sales and population, has been published by and is available from **Avery-Knodel**, 720 Fifth Ave., New York 19.

• "Radio's New Audience," an audience survey, including data on home ownership, automobile ownership, income and education, has been published by **KPDQ**, Portland, Ore. The station programs religious broadcasts and music exclusively. Copies may be obtained from KPDQ, Portland, Ore.

• **Modern Materials Handling** has has combined all information about the publication into a convenient media file, which includes the AIA media data form, a folder describing various aspects of the magazine's program and a complete description of the background of the editorial staff. The media file is available from *Modern Materials Handling*, Cahners Bldg., 221 Columbus Ave., Boston 16.

• A fourth edition of "Trends in the Sporting Goods Market," a statistical study of long-term supply and demand patterns, has been prepared by Richard E. Snyder, marketing economist, for the **National Sporting Goods Assn.** The 46-page study contains recapitulations of consumer purchase estimates for 17 product lines from 1929-1960 and projections to 1965. Copies, priced at $25 each, may be obtained from Richard E. Snyder, Economist, 221 N. La Salle St., Chicago 1. #

Mutual Adds 12 Affiliates; Boosts Clearances to 80%

Mutual Broadcasting System, New York, has signed for affiliation with 12 stations. They are WPBC, Minneapolis; WMGY, Montgomery, Ala.; WOSC, Fulton, N.Y.; KXEN, St. Louis; WVNJ, Newark; WBNR, Newburgh, N.Y.; WDCF, Dade City, Fla.; KAVL, Lancaster; KMSL, Ukiah, Cal.; KCVL, Colville, Wash., all former independents; and WNDR, Syracuse, which has signed as alternate affiliate carrying Mutual's nighttime programming to complement the network's daytime schedule carried by WSOQ; and WTYM, Springfield, which rejoins Mutual after an absence of six months. WPBC replaces KEVE, KXEN replaces WEW, and WVNJ replaces WNTA, which all have gone independent.

At the same time, Mutual has announced it has increased its network clearances guarantee to advertisers from 75% to 80%.

Mogul Adds Transogram; Appoints Three to Staff

Mogul Williams & Saylor, New York, has been named to handle toy advertising for Transogram Co., New York. A campaign next fall is planned on top rated children's shows in more than 50 television markets. Wexton Co. is the previous agency.

Mogul Williams has added three men to its staff. They are Charles F. Metzger, an account supervisor, formerly with Batten, Barton, Durstine & Osborn, and Edward J. Doyle and Earl H. Koehler, account executives. Mr. Doyle was with Philadelphia agencies; Mr. Koehler was with McCann-Erickson.

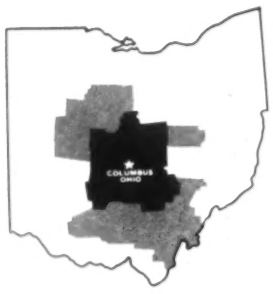
Select Publications to Launch 'Feed & Grain Equipment Times'

Select Publications, Minneapolis, will introduce *Feed & Grain Equipment Times* in March. The new publication will serve the purchasing and production departments of feed mills, grinders and mixers, country and terminal elevators, flour manufacturers, soy bean processors and other types of grain processing and handling plants.

Dow Sets Campaign

During the month of March, Dow Chemical Co., Midland, Mich., will offer consumers a purchase incentive of 10¢ per package on its new, clear sandwich wrap, Handi-Wrap. The discount will be offered via a newspaper coupon redeemable at time and place of purchase. Four-color page ads will also appear in *Family Circle, Life*, and *Woman's Day*. Television advertising will also be used.

in the morning . . . in the evening . . . and on Sunday COLUMBUS and CENTRAL OHIO folks read their NEWSPAPER FIRST from COVER-to-COVER



Columbus, Ohio
TEST CITY, U.S.A.
in the center of a fertile
12-COUNTY TRADING AREA
with nearly
1,000,000 PERSONS
who read
THE COLUMBUS DISPATCH and
THE CITIZEN-JOURNAL
A.B.C. Retail Trading Zone
Geographic Trading Zone

A consistently growing line-up of subscribers and an ever-expanding area of coverage leave little doubt as to which medium Columbus and Central Ohio folks prefer for 'round-the-clock news reporting, seven days a week . . . news about local, state, national and world-wide events . . . news about new and established products!

Secure extra "mileage" from your ad budget dollar . . . plan ahead to a more consistent program of directing your firm's advertising messages to the greatest customer audience in Central Ohio . . . nearly 1,000,000 news-hungry folks who devote a precious part of every day to The Columbus Citizen-Journal and The Columbus Dispatch . . . a TWO-PAPER INVESTMENT that offers fresh, sparkling, cover-to-cover interest every morning, every evening and every Sunday.

EVENING AND SUNDAY
THE COLUMBUS DISPATCH
MORNING
and THE CITIZEN-JOURNAL

Represented Nationally by
O'MARA & ORMSBEE, INC.
• New York • Chicago • Detroit • San Francisco • Los Angeles
McASKILL, HERMAN & DALEY, INC. • Miami Beach

One of a series appearing in The Wall Street Journal

How to reach teen ears . . . by the millions!

Who helped Tanfastic zoom to the top three in suntans? TEENS!

Who comprise one of M-G-M's main targets in using the Blair Group Plan to promote movies? TEENS!

Who make up the most responsive eager-to-try, eager-to-buy market in all America? TEENS, over twenty millions of them.

Only yesterday, it seems, folks used to say: "Teen-agers? Who wants 'em?" *How different today*—when every alert mass-marketer is fighting for teen attention, for teen spending money, for teen preference on any item the family buys.

No other medium reaches teen ears so often—*and so effectively*—as spot radio, especially through the Blair Group Plan.

Getting teen ears by the millions is just one among many advantages of the Blair Group Plan—the special spot radio technique that steps up the local impact of advertising. Also:

Homes, 42¢ per 1000—That's what the Blair Group has delivered. For home makers only, costs run as low as 60¢ per 1000.

Rating, 60.2—The Blair Group Plan can give you a weekly rating of 60.2—a cumulative rating for Blair Stations week-after-week, coast to coast. Compare with 35.1 for Gunsmoke, top-rated tv network program in the early January Nielsen.

The Blair Group Plan is *flexible*—and *convenient*. You tap 81.6% of America's buying power with one order, one affidavit, one invoice. See how it can strengthen your media strategy. Call your nearest John Blair office—in Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Philadelphia, St. Louis, San Francisco, Seattle. Or phone Art McCoy, Executive VP, John Blair & Company, at PL 2-0400 in New York.

BLAIR GROUP PLAN

A service of John Blair and Company

Representing the nation's most influential group of radio stations.
Headquarters: 717 Fifth Avenue, New York 22, N. Y., PLaza 2-0400

Top Agency Heads Move Up in 1960

RAY MITHUN—*former president, stepped up to chairman of the board at Campbell-Mithun.*

ALBERT R. WHITMAN—*rose to president of Campbell-Mithun.*

NORMAN STROUSE—*became chief executive officer at J. Walter Thompson Co. as Stanley Resor sold his stock to employes' trust.*

ELLIOTT PLOWE—*was elected president of Grant Advertising as Will C. Grant became chairman.*

BRYAN HOUSTON—*was named president and chief executive officer at Fletcher, Richards, Calkins & Holden.*

HEAGAN BAYLES—*emerged as board chairman in a top shuffle at Sullivan, Stauffer, Colwell & Bayles.*

PAUL C. HARPER JR.—*former exec vp, became president of Needham, Louis & Brorby.*

MAURICE H. NEEDHAM—*moved from president to board chairman of NL&B.*

HAL THURBER—*became president of Wade Advertising. He had been a vp.*

ALBERT G. WADE II—*moved up to chairman of the board at Wade.*

WILLIAM B. LEWIS—*went from president to chairman of the board at K&E.*

DAVID C. STEWART—*stepped up from exec vp to president of Kenyon & Eckhardt.*

677 Agencies Bill $6 Billion in 1960

(Continued from Page 1)

Along with the trend to merger and international expansion another trend deserves comment. Much has been said and written during the past year about the agency business, the agency commission, and fees. One salient fact stands out in the over-all billings report: The amount of fees and their proportions to total billings are growing in most agencies. Fees are growing faster than commissionable billings in many cases. It would appear that, despite the argument and rhetoric, there is a steady drift toward fees within the agency business.

In 1961 it is much more difficult to say what an advertising agency is, or what billings represent, than it was in 1951.

All of the agencies which appeared in $25,000,000-and-over bracket in 1951 repeated in 1960, and they were joined by Wade Advertising Agency.

In this, the 17th of ADVERTISING AGE's exclusive billings reports, we should like to repeat what we have said before about this account, and the methods involved in its compilation:

1. These are *agency billings*, a measure of business done by agencies for clients. They no more represent income than do deposits for a bank or face value of policies written for an insurance company.

2. In compiling this report, responding agencies have been asked to report what proportion of their total billings are accounted for by fees, and to capitalize fees by multiplying them by 6⅔ to equalize fee business with billing. Not all agencies have elected to report fees.

3. Where an agency's international billing is substantial, AA has tried to report it separately.

4. The phrase "estimated" occurs in connection with billings figures of a number of agencies. In some instances this is necessary because of agency or client policy. In most cases it represents a joint endeavor by an AA reporter and a top executive of the agency, arriving at the reported figure. In a handful of cases in this lengthy report it represents a calculated guess on AA's part, based on the best available data.

5. In some instances, information received from agencies seemed at variance with information received from other sources which AA usually relies on in collecting data, and in those instances the figures and other data presented in this agency issue are AA's best estimates, after careful checking and analysis of the situation.

Here are the billings of the $25,000,000-and-over group arranged alphabetically:

N. W. Ayer & Son, headquarters Philadelphia, is estimated to have billed $110,000,000 in 1960, up from $107,000,000 in 1959. Ayer itself reports only that its volume increased 14%, and the difference represents overestimating by ADVERTISING AGE. During the year a spot check of 49 Ayer accounts showed increased volume in 41, and eight about even or down slightly.

Ayer had a mixed new business year, and was the beneficiary of a major account change when Valiant and De Soto (later discontinued by Chrysler) joined Plymouth in the Ayer shop; it also acquired a number of dealer associations, some in competitive solicitations, notably the Plymouth-Valiant dealer groups in northern and southern California. Also added were Great Lakes division of Sealtest Foods, Million Market Newspapers, Dill Co.'s Dapper Jety spray starch, Hanes-Millis Sales Corp.'s Hanes Red Label socks, and a new product of Glenbrook Laboratories' division of Sterling Drug. Ayer has seven new major projects (two from new clients) which are unannounced.

It also sustained some losses: Armco Steel Corp., Armour & Co.'s foods division, Container Corp. (not effective until mid-1961), Hilton Credit Corp., Western Pine Assn., Yardley's women's line. It resigned Crane Co. because of a conflict with Carrier Corp., an Ayer client since 1945. It lost and regained the GE clock and timer account. It marked 60 years of client-agency relationship with Steinway & Sons, and 50 years with P. H. Hanes Knitting Co., and the GE clock and timer business had been in Ayer for 31 years. Theodore W. Prescott left to join Charles E. Hires Co. as vp for marketing. Ayer's year was marked by a heavier use of broadcast media—51 clients were in television, and 49 in radio. Ayer has an estimated 1,200 employes in eight offices.

Ted Bates & Co. billed $130,500,000 in 1960, of which $11,200,000 was billed abroad. This international billing does not include Spitzer, Mills & Bates, the new agency formed in Canada during the year. In 1959 Bates billed $120,400,000 in the U. S.

In 1960 it had a tremendous new business year, adding American Chicle's Trident, Dentyne, Black Jack, Adams Grape gums; Boyle-Midway's Aeromist, Aerowax, Dry Lubricant, Liquid Cleaner/Polish, Mel'O Water Softener, Old English furniture polishes, Radiant Foam, Radiant Polish, Black Flag insecticides, Sani-Flush; Warner-Lambert Pharmacal's Oculine eye drops and eye pads, Complex C and Centrex; Frenchette division of Carter Products' Frenchette, Italianette and Mayonette dressings; Carter's Azer and Proteen-9; Chase Manhattan Bank's retail banking; Brown & Williamson's Kentucky Kings; Fleischmann Distilling's Black & White scotch, Daviess County, Churchill "88" and Old Medley bourbons; Colgate's Choice, Diar-Aid and Fab Liquid; Wallace Laboratories division of Carter's Miluretic, Soma compounds, Meprobamate; Lehn & Fink's Stri-dex, Hinds Honey & Almond Creme, Lysette, Young Look cosmetics, Noreen; Waterman Bic's pens; Standard Brands' Fleishmann's sweet margarine; Minute Maid's banana orange juice; and M&M Candies' premium chocolate wafer bars.

It lost DCA Food Industries ice cream, although the product was transferred to Minute Maid and still handled by Bates; National Biscuit's Bev Instant fizz drink, when the product was discontinued—Bates retained the client for other products, and some Wallace Laboratory products.

The Bates agency last year took full pages to object to FTC's lack of clarity in criticizing misleading advertising; Bates' clients cited included Life cigarets, Palmolive Rapid Shave, Colgate toothpaste and Standard Brands margarine.

(Continued on Page 54)

Top Ten Agencies, Total Billing

(Estimated by Advertising Age)

Rank		1960
1.	J. Walter Thompson Co.	$370,000,000
2.	Interpublic (McCann-Erickson)	352,000,000
3.	Young & Rubicam	247,000,000
4.	Batten, Barton, Durstine & Osborn	243,700,000
5.	Dentsu Advertising (Japan)	148,500,000
6.	Ted Bates & Co.	*130,500,000
7.	Foote, Cone & Belding	120,000,000
8.	Leo Burnett Co.	116,700,000
9.	Benton & Bowles	114,000,000
10.	N. W. Ayer & Son	110,000,000

***Does not include Spitzer, Mills & Bates, formed during 1960. Note: Dancer-Fitzgerald-Sample billed $100,700,000, and would have been 10th had Dentsu not been included.**

PHOTO BY CORRY

Concentrated COVERAGE where it counts...

With competition increasing and profit margins narrowing it becomes ever more important to exert the most powerful influence on buying decisions in the 3 great markets of New York, Chicago and Philadelphia — Concentrated COVERAGE where it counts most.

These are the pivotal markets where pre-selling of millions of heavy spending customers through adequate advertising combines with the mass sales volume of giant self-service super markets to produce over 17% of all U. S. Food and Grocery store sales.

In these compact, most profitable markets where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out, *there is no substitute* for FIRST 3 MARKETS' dominant 54% COVERAGE of all families.

Further, in 227 Industrial North and East counties — which account for over 27% of total U. S. Food and Grocery store sales — FIRST 3 MARKETS GROUP delivers an audience of 44% of all families.

Don't be satisfied with merely advertising in regional portions of thin-coverage "national" media, or in lesser coverage media in the top markets — Concentrate COVERAGE where it counts . . . with FIRST 3 MARKETS GROUP.

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

Domestic Billings of 41 Agencies in Over-$25,000,000 Group

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(Listings of account changes, media breakdowns, number of employes and other details for agencies in this group begin on Page 40.)

1960 Rank		1960	1959	1958	1957	1956	1955	1954	1953	1952	1951	1950	1949	1948
1.	J. Walter Thompson	*$250.0	†$258.0	*$214.0	$210.0	*$187.0	*$172.0	*$160.0	*$133.0	*$122.0	$118.0	**$130.0	$98.0	$92.0
2.	Batten, Barton, Durstine & Osborn	232.5	214.5	207.1	216.0	193.5	162.5	148.3	137.5	118.0	104.1	87.4	81.4	72.1
3.	Interpublic Inc. (McCann-Erickson)	216.0	z231.0	z207.0	z207.5	z175.5	z132.0	z102.0	91.0	**94.0	**81.0	**67.0	50.0	47.0
	3a. McCann-Marschalk	*34.0	(Billings of this Interpublic subsidiary shown separately because it is operated as a separate entity in the U. S.)											
4.	Young & Rubicam	*212.0	†207.0	*193.0	*200.0	*181.0	*166.0	*146.0	*128.0	*120.0	*110.0	**92.0	**85.0	*75.0
5.	Ted Bates & Co.	119.3	120.4	106.7	103.4	73.7	59.2	46.0	38.0	30.0	28.8	25.0	21.0	18.0
6.	Leo Burnett	116.7	110.5	98.7	78.7	79.0	69.2	55.0	46.4	37.6	28.0	22.0	17.0	14.0
7.	Benton & Bowles	114.0	109.0	103.0	93.9	91.0	68.0	57.5	*57.5	52.8	52.6	*44.0	*39.0	*34.0
8.	N. W. Ayer & Son	*110.0	*107.0	*102.0	*107.0	97.0	*92.0	*87.0	*86.5	*86.5	*85.0	*79.0	*69.5	*67.0
9.	Dancer-Fitzgerald-Sample	100.7	92.0	81.0	73.0	61.0	51.0	50.0	47.0	44.6	40.1	37.5	37.0	37.0
10.	Foote, Cone & Belding	*99.6	*89.0	*88.0	*87.0	*74.5	*68.0	*71.0	*67.0	66.0	62.0	61.0	51.4	48.6
11.	Campbell-Ewald	*95.0	*85.0	*80.0	*75.0	*70.0	*58.0	*43.0	*35.0	*28.0	*28.0	*30.0	*20.0	*17.0
12.	Kenyon & Eckhardt	92.9	91.2	86.5	83.0	81.0	68.0	51.0	42.0	39.0	39.0	38.0	28.0	26.0
13.	Lennen & Newell	87.0	86.0	83.0	45.0	38.0	38.5	33.0	32.1	25.0	*17.5	*16.0	*15.0	*14.0
14.	William Esty Co.	83.0	*75.0	†65.0	*52.0	*60.0	*54.0	*46.0	*43.0	*37.0	*35.2	*32.0	*32.0	*30.0
15.	Compton Advertising	80.0	78.0	75.2	70.1	59.1	45.5	42.1	35.4	30.2	30.1	26.0	22.0	22.0
15.	D'Arcy Advertising	*80.0	*73.0	*56.0	52.1	51.0	57.0	44.5	41.0	35.0	30.0	28.0	26.0	24.0
17.	Erwin Wasey, Ruthrauff & Ryan	60.4	59.5	54.1	54.0	—	—	—	—	—	—	—	—	—
	Erwin, Wasey & Co.		—	—	—	*22.0	*21.5	*21.3	*31.0	*30.5	*31.5	*27.5	*24.0	*19.0
	Ruthrauff & Ryan		—	—	—	*39.0	*45.0	*44.0	*44.0	*44.5	*50.0	*45.0	*38.7	36.0
18.	Sullivan, Stauffer, Colwell & Bayles	56.0	46.0	43.0	38.6	36.1	31.8	27.5	*23.5	*20.0	*19.5	*17.5	*12.5	10.0
19.	Cunningham & Walsh	54.5	54.2	51.4	50.4	40.1	47.8	44.7	38.8	37.1	30.6	25.0	26.9	26.4
20.	MacManus, John & Adams	53.3	41.5	35.7	40.1	37.5	38.8	32.8	26.9	22.5	18.8	17.5	15.0	11.0
21.	Grey Advertising Agency	51.7	45.5	42.8	43.6	35.0	30.0	*22.4	*20.6	17.5	*14.5	*13.5	12.0	10.0
22.	Campbell-Mithun	50.0	43.0	39.0	36.5	35.0	25.0	20.0	15.0	*11.7	10.0	8.0	7.0	10.0
23.	Fuller & Smith & Ross	49.3	45.4	44.1	44.4	39.0	37.0	41.0	40.0	31.0	25.0	23.0	22.0	20.0
24.	Doyle Dane Bernbach	46.3	27.5	22.0	20.2	16.3	11.7	8.0	5.1	3.5	2.6	2.1	—	—
25.	Gardner Advertising Co.	42.5	37.5	33.3	22.0	19.6	17.0	19.5	17.7	16.7	16.5	13.1	14.0	12.0
26.	Needham, Louis & Brorby	42.4	36.5	38.1	33.4	32.7	30.4	29.3	24.7	19.5	15.4	11.5	12.5	12.0
27.	Tatham-Laird	36.1	31.6	18.0	20.3	22.1	20.0	13.9	9.0	9.0	7.2	5.0	3.5	—
28.	Ogilvy, Benson & Mather	34.0	25.9	18.5	17.4	14.1	11.8	10.1	10.7	8.5	—	—	—	—
29.	Norman, Craig & Kummel	33.8	30.8	29.9	28.3	25.8	19.4	20.0	*20.2	*19.0	20.0	15.0	10.0	7.6
30.	Donahue & Coe	33.6	32.4	29.6	30.9	27.1	20.6	19.3	18.4	17.2	15.5	14.0	13.0	12.5
31.	Ketchum, MacLeod & Grove	33.2	29.9	27.0	24.2	22.0	16.4	15.4	15.1	13.5	11.3	—	5.0	—
32.	D. P. Brother & Co.	*32.5	*31.2	*28.0	32.0	*38.0	31.4	19.7	14.4	10.6	10.0	11.9	—	5.0
33.	Geyer, Morey, Madden & Ballard	32.1	30.0	—	—	—	—	—	—	—	—	—	—	—
	Geyer Advertising		—	21.1	*19.0	*20.5	*21.0	*22.0	*22.0	20.0	20.0	18.5	*16.8	14.0
	Morey, Humm & Warwick		—	7.0	11.0	11.0	9.0	—	—	—	—	—	—	—
34.	Grant Advertising	32.0	33.1	36.6	37.5	32.5	29.9	20.8	22.2	15.7	21.1	21.5	22.5	22.0
35.	Maxon Inc.	31.0	27.0	26.6	28.0	28.0	28.5	31.0	35.0	30.0	27.0	22.5	20.5	21.6
36.	McLaren Advertising Co.	30.3	†29.3	27.9	25.1	25.2	20.7	19.9	16.9	13.4	13.2	11.5	9.5	—
37.	Fletcher Richards, Calkins & Holden	29.7	26.3	—	—	—	—	—	—	—	—	—	—	—
	Fletcher D. Richards Inc.		—	18.7	20.6	21.6	16.6	17.0	16.0	*13.0	10.0	9.7	—	—
	Calkins & Holden		—	10.5	12.0	15.6	10.4	10.0	9.2	8.0	—	—	—	—
38.	Cockfield, Brown & Co.	28.5	27.5	26.1	27.5	29.7	27.8	24.8	21.8	17.7	15.7	14.8	12.7	10.0
39.	Doherty, Clifford, Steers & Shenfield	28.3	25.4	23.2	20.8	14.4	12.1	10.8	10.4	10.1	9.1	7.9	—	—
40.	Wade Advertising	26.7	24.8	18.9	14.9	*11.0	10.2	11.4	10.4	9.8	—	—	—	—
41.	Kudner Agency	25.7	20.0	40.0	55.0	66.2	60.0	46.0	*44.2	*39.0	*34.5	*34.0	*29.5	*20.0

*Estimated by AA. **This total includes both domestic and international billing because no breakdown was given for that year. †Revised AA estimate. zIncludes McCann-Marschalk.

Note: Depending on the reporting practices of the agencies involved, Canadian billings may be included in domestic billings here or in international (see Page 54). Of the top ten agencies, Interpublic (McCann), Young & Rubicam and Foote, Cone & Belding exclude Canadian, which is reported with international billing. This is also true of BBDO, for 1960 only; in previous years, BBDO's billing includes Canadian. Ted Bates & Co. excludes the billing of Bates, Spitzer & Mills, formed in 1960.

Billings of 50 Agencies in $10,000,000 to $25,000,000 Group

(Listings of account changes, media breakdowns, number of employes and other details for agencies in this group begin on Page 74.)

42.	Ross Roy-B.S.F.&D. Inc.	23.9												
	Ross Roy Inc.		14.4	14.4	17.9	15.1	16.1	14.6	18.9	16.0	15.3	13.1	12.8	9.8
	Brooke, Smith, French & Dorrance		*9.0	*9.0	—	—	—	—	—	—	—	—	—	—
43.	Warwick & Legler	23.0	22.0	19.1	14.6	14.5	14.3	15.2	14.2	14.1	11.5	10.0	*9.0	—
44.	Reach, McClinton & Co.	22.7	22.1	15.8	12.2	7.1	5.5	—	—	—	—	—	—	—
45.	Lawrence C. Gumbinner Advertising	22.1	22.3	17.8	12.0	9.0	—	—	—	—	—	—	—	—
46.	Bozell & Jacobs Inc.	20.7	19.5	17.5	18.1	20.1	18.8	15.3	13.3	11.2	9.4	7.0	—	—
47.	Albert Frank-Guenther Law Inc.	20.5	18.5	16.1	14.8	14.6	14.8	12.3	11.5	10.7	10.2	8.6	7.0	—

*Estimated by AA.

THESE ARE THE CLIENTS OF

DONAHUE & COE

and the years we began serving them

1932

LOEW'S THEATRES, INC.

METRO-GOLDWYN-MAYER, INC.
Motion Pictures

1934

ROCKEFELLER CENTER, INC.
Institutional Advertising,
Radio City Music Hall

THE SCHOLL MFG. CO., INC.
Dr. Scholl's Zino Pads and
Foot Comfort Products

1940

RIVER BRAND RICE MILLS, INC.
River Brand and Carolina Rice

1943

NEW YORK HERALD TRIBUNE
Advertising and Circulation Promotion

1946

MGM RECORDS

TRANS-LUX CORP.
Trans-Lux Theatres

1947

SOUTHLAND COFFEE CO.
Bailey's Supreme Coffee

1948

NEW YORK WORLD-TELEGRAM & SUN
Advertising and Circulation Promotion

SCRIPTO, INC.
Mechanical Pens and Pencils

1949

IRISH LINEN GUILD

1951

HOLLAND-AMERICA LINE
Transatlantic and Cruise Advertising

TURNER CONSTRUCTION COMPANY
General Contractors

1952

BURLINGTON HOSIERY CO.
Women's and Men's Hosiery

COLUMBIA PICTURES CORP.
Motion Pictures

1954

McCALL'S MAGAZINE
Circulation Promotion

SARONG, INC.
Girdles and Brassieres

1955

BANKERS TRUST COMPANY

THE GORHAM CO.
Sterling Silver, Flatware and Holloware

RAYTHEON MANUFACTURING CO.
Commercial Apparatus and
Systems Division,
Microwave and Systems Division

1956

CORN PRODUCTS COMPANY
Best Foods Division:
Instant Bosco and Bosco Syrup
and Kasco Dog Food

E. F. DREW & CO., INC.
Tri-Nut Margarine

SCHIEFFELIN & CO.
Teachers' Highland Cream Scotch Whisky,
Hennessy Cognac, Plymouth Gin,
Moët & Chandon Champagne,
Don Q. Puerto Rican Rum,
Dagger Jamaica Rum,
Old House Orange Bitters, Cora Vermouths,
Chartreuse Liqueur,
Ruffino Chianti and Folonari Wines,
Marie Brizard Liqueurs,
Sichel (French and German) Wines

1957

CHEMWAY CORPORATION
Pantene Hair Lotion and
After Shave Lotion

COLUMBIAN CARBON CO.

ARTHUR MURRAY SCHOOL OF DANCING
National Advertising and Promotion

1958

ALPHA BETA ACME MARKETS, INC.
Los Angeles Supermarkets

PIONEER SAVINGS & LOAN ASSN.
(Los Angeles)

LOCKHEED AIRCRAFT CORP.
Electronics and Avionics
Divisions (Los Angeles), and
(Marietta, Ga.) Division

1959

AMERICAN ENKA CORP.
Nylon and Rayon Yarns and Fibers

FOSTER-GRANT CO., INC.
Sunglasses and Plastic Sales Divisions

MINWAX COMPANY, INC.
Waterproofings, Wood Finishes and Waxes

E. R. SQUIBB & SONS

SECURITY FIRST NATIONAL
BANK & TRUST CO. *(Los Angeles)*

1960

BURLINGTON INDUSTRIES
Woolens, Women's Wear Worsteds

BUSINESS WEEK
Advertising and Circulation Promotion

CBS INTERNATIONAL

COLUMBIA PHONOGRAPHS

DWORMAN ASSOCIATES
Owner-Builders, Developers and
General Contractors

LOCKHEED ELECTRONICS CO.,
(Plainfield, N. J.)

LOS ANGELES TIMES
Advertising and Circulation Promotion

MUTUAL BENEFIT LIFE INSURANCE CO.

1961

ARNOLD BAKERS, INC.
Bread, Rolls and Cookies

CBS ELECTRONICS

THE SQUIRT COMPANY
Carbonated Beverages

WHITE KING SOAP CO. *(Los Angeles)*
Jet Starch and Soft 'n Fluff

J. R. WOOD & SONS, INC.
Artcarved Diamond and Wedding Rings

NEW YORK • LOS ANGELES • ATLANTA • MONTREAL

1960 Rank		1960	1959	1958	1957	1956	1955	1954	1953	1952	1951	1950	1949	1948
48.	W. B. Doner & Co.	20.0	18.7	18.6	18.8	11.1	11.0	7.0	6.0	3.3	2.6	2.1	1.5	—
48.	Keyes, Madden & Jones	20.0	20.4	18.4	16.9	16.9	16.8	*16.5	16.6	13.1	12.0	11.0	10.3	9.0
50.	Al Paul Lefton Co.	19.0	17.7	17.2	17.0	17.0	15.0	14.0	13.2	13.0	12.5	11.0	10.5	10.6
50.	Mogul Williams & Saylor	19.0	19.2	11.1	10.1	9.9	6.4	—	—	—	—	—	—	—
52.	Lambert & Feasley	18.9	18.9	12.7	10.1	10.0	10.0	9.7	8.0	7.0	6.0	5.0	5.0	—
53.	L. W. Frohlich & Co.	*18.5	*17.5	15.0	12.5	7.0	5.6	—	—	—	—	—	—	—
54.	Kastor, Hilton, Chesley, Clifford & Atherton	18.3	16.0	10.9	8.9	6.9	—	—	—	—	—	—	—	—
55.	J. M. Mathes Inc.	18.2	17.8	17.4	20.2	17.5	14.5	13.8	13.5	13.0	12.5	11.3	11.0	11.0
56.	Ellington & Co.	17.7	15.1	14.0	15.1	15.1	13.5	12.3	10.0	9.0	—	—	—	—
57.	Doremus & Co.	17.1	16.2	15.0	15.0	14.5	12.5	11.0	10.0	7.8	—	—	—	—
58.	James Lovick & Co.	17.0	15.1	13.3	13.0	10.3	7.8	—	—	—	—	—	—	—
59.	Edward H. Weiss & Co.	16.9	15.0	14.0	14.8	12.1	13.2	12.5	11.0	5.0	—	—	—	—
60.	Honig-Cooper & Harrington	16.6	‡15.9	13.7	9.8	10.0	8.0	—	—	—	—	—	—	—
61.	William Douglas McAdams Inc.	*16.5	*16.5	*14.5	*12.5	12.5	10.0	—	—	—	—	—	—	—
62.	G. M. Basford Co.	16.3	14.6	13.9	14.1	12.8	10.0	10.0	* 9.0	* 7.0	—	—	—	—
63.	Clinton E. Frank Inc.	16.0	12.0	7.0	7.0	—	—	—	—	—	—	—	—	—
64.	C. J. LaRoche & Co.	15.6	15.5	15.0	12.9	11.1	7.2	—	—	—	—	—	—	—
65.	Guild, Bascom & Bonfigli	15.1	13.5	10.2	8.1	8.5	—	—	—	—	—	—	—	—
66.	Parkson Advertising	15.0	‡18.0	*17.4	*15.5	8.0	—	—	—	—	—	—	—	—
67.	McKim Advertising	*14.7	*14.4	*13.3	*11.2	10.3	9.5	—	—	—	—	—	—	—
68.	Gray & Rogers	14.6	14.0	13.1	12.0	10.3	8.6	6.9	8.3	—	—	—	—	—
69.	North Advertising	14.5	15.1	15.0	11.0	10.0	—	—	—	—	—	—	—	—
70.	Vickers & Benson	14.2	13.2	12.1	*10.5	6.5	4.5	—	—	—	—	—	—	—
71.	Fitzgerald Advertising Agency	*14.0	*14.0	*12.0	14.0	*12.0	*10.0	—	—	—	—	—	—	—
72.	Meldrum & Fewsmith	13.5	13.4	10.5	10.9	10.5	10.2	9.8	8.0	7.1	8.2	6.8	—	—
73.	Daniel & Charles	13.1	9.2	5.9	—	—	—	—	—	—	—	—	—	—
74.	Aitkin-Kynett	*13.0	* 9.7	* 7.2	—	—	—	—	—	—	—	—	—	—
75.	Knox Reeves Advertising	12.4	13.6	10.9	9.4	6.9	—	—	—	—	—	—	—	—
76.	Rumrill Co.	12.2	10.9	10.3	9.3	5.5	—	—	—	—	—	—	—	—
77.	Buchen Co.	12.0	11.0	10.0	10.3	10.3	10.3	10.3	*10.3	10.0	9.7	9.7	—	—
77.	Griswold-Eshleman Co.	*12.0	11.2	10.0	10.5	9.9	9.4	—	—	—	—	—	—	—
77.	Chas. W. Hoyt Co.	12.0	10.3	9.4	10.0	9.7	8.9	—	—	—	—	—	—	—
80.	Marsteller, Rickard, Gebhardt & Reed	*11.5	*11.4	*10.9	*11.0	*10.0	—	—	—	—	—	—	—	—
81.	Hicks & Greist	11.2	8.2	7.9	—	—	—	—	—	—	—	—	—	—
81.	Klau-Van Pietersom-Dunlap	11.2	12.3	10.0	9.0	9.1	—	—	—	—	—	—	—	—
83.	Gordon Best Co.	11.1	10.0	10.0	10.0	—	—	—	—	—	—	—	—	—
84.	Chirurg & Cairns	11.0												
	Anderson & Cairns		6.9	6.8	—	—	—	—	—	—	—	—	—	—
	James Thomas Chirurg Co.		5.3	* 5.2	—	—	—	—	—	—	—	—	—	—
84.	Cramer-Krasselt Co.	11.0	10.6	9.5	9.8	9.5	—	—	—	—	—	—	—	—
86.	Biddle Advertising Co.	10.9	9.2	8.4	—	—	—	—	—	—	—	—	—	—
87.	Ronalds-Reynolds & Co.	10.3												
	Ronalds Advertising Agency		4.7	—	—	—	—	—	—	—	—	—	—	—
	E. W. Reynolds Ltd.		5.5	—	—	—	—	—	—	—	—	—	—	—
88.	Arndt, Preston, Chapin, Lamb & Keen	10.2	9.0	8.0	—	—	—	—	—	—	—	—	—	—
88.	Potts-Woodbury Inc.	10.2	10.0	9.1	8.6	—	—	—	—	—	—	—	—	—
90.	Aubrey, Finlay, Marley & Hodgson	10.0	9.0	8.5	—	—	—	—	—	—	—	—	—	—
90.	McConnell, Eastman & Co.	*10.0	* 9.7	* 9.2	—	—	—	—	—	—	—	—	—	—

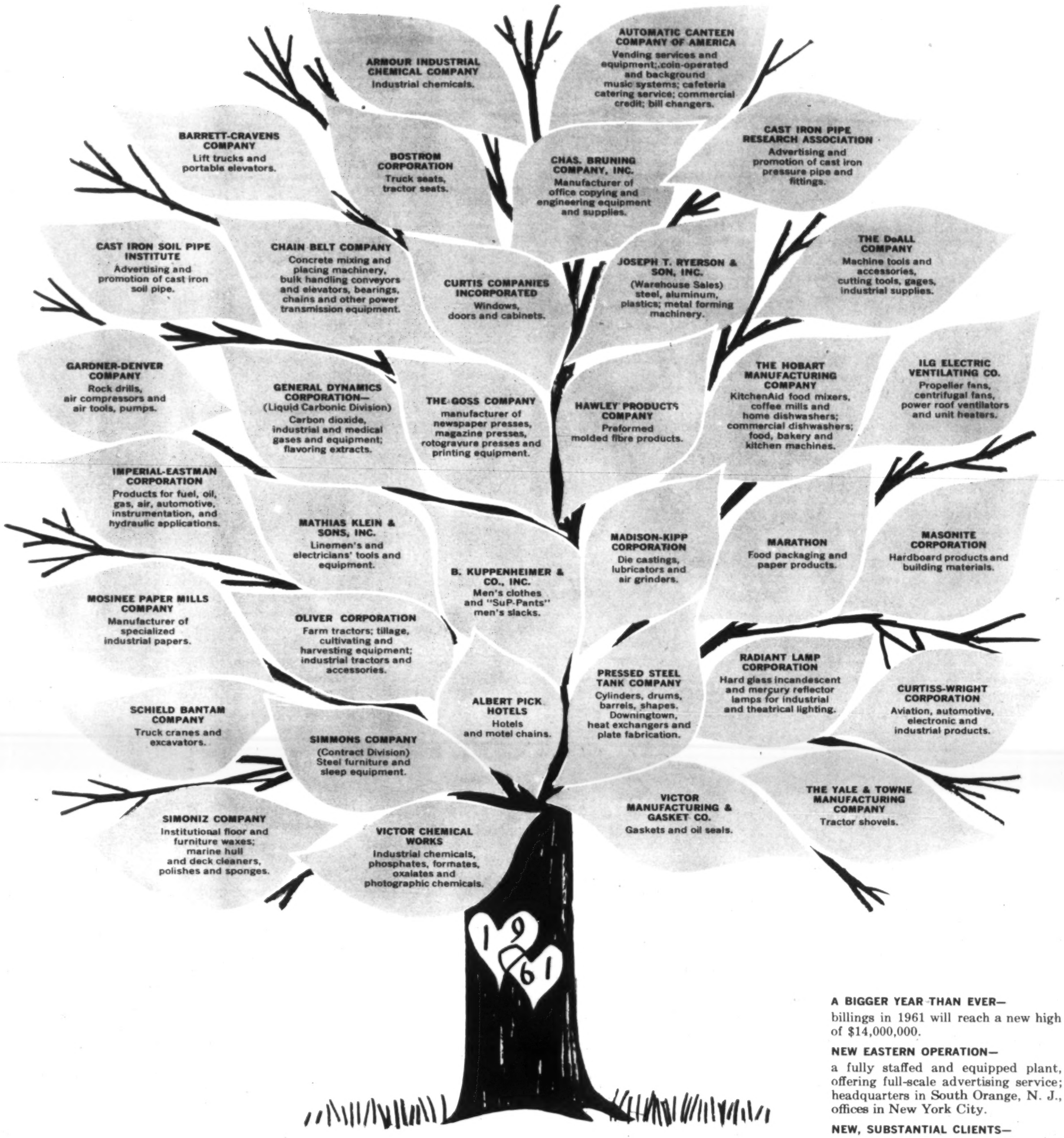
*Estimated by AA. ‡Revised figure reported.

Billings of 49 Agencies in $5,000,000 to $10,000,000 Group

(Listings of account changes, media breakdowns, number of employes and other details for agencies in this group begin on Page 84.)

Agency	1960	1959
Arthur Meyerhoff Associates	$ 9,821,634	$ 8,571,918
VanSant, Dugdale & Co.	9,615,203	9,145,830
Foster Advertising	9,600,000	9,000,000
Hixson & Jorgensen	9,338,000	8,600,000
Stanfield, Johnson & Hill	9,300,000	9,700,000
Adams & Keyes	9,070,000	—
Sackel-Jackson Co.	*9,000,000	10,100,000
John W. Shaw Advertising	9,000,000	8,500,000
Cohen & Aleshire	*9,000,000	*11,000,000
F. H. Hayhurst Co.	8,712,000	8,141,209
Cole, Fischer & Rogow	8,460,000	8,225,200
Sudler & Hennessey	8,353,004	6,035,000
MacFarland, Aveyard & Co.	*8,300,000	*8,700,000
Lawrence Fertig & Co.	*8,000,000	*8,100,000
Street & Finney	8,000,000	8,000,000
Botsford, Constantine & Gardner	7,606,500	6,479,000
Wesley Associates	7,558,543	7,408,603
Henri, Hurst & McDonald	7,500,000	12,000,000
Burdick & Becker	7,457,455	6,249,308
Wermen & Schorr	*7,000,000	*7,000,000
Johnson & Lewis	6,872,575	7,202,150
T. N. Palmer & Co.	6,839,035	1,314,421
Kennedy Sinclaire Inc.	6,835,000	5,968,000
Cole & Weber	6,825,012	6,630,046
Baker Advertising Agency	6,680,000	6,350,000
Liller, Neal, Battle & Lindsey	6,631,000	*6,000,000
Gotham-Vladimir Advertising	*6,250,000	*6,250,000
Monroe Greenthal Co.	6,126,000	5,362,000
Gaynor & Ducas	6,100,000	5,274,158
Lang, Fisher & Stashower	*6,100,000	*5,250,000
Wexton Co.	6,003,855	4,386,305
Henderson Advertising Agency	*6,000,000	5,200,000
Victor A. Bennett Co.	*6,000,000	*5,500,000
McCarty Co.	6,000,000	6,100,000
Robert E. Wilson Inc.	5,958,204	4,585,407
Earle Ludgin & Co.	*5,700,000	*5,700,000
Miller Advertising	5,515,000	5,100,000
Robert Otto & Co.	5,500,000	6,100,000
Jordan, Sieber & Corbett	5,360,000	4,336,000
R. Jack Scott Inc.	5,350,000	5,106,000
Burke Dowling Adams Inc.	5,348,800	5,181,424
Lewis & Gilman	5,200,000	5,500,000
Roche, Rickerd & Cleary	5,177,273	5,486,842
Schram Advertising Co.	5,162,818	3,742,339
Bert S. Gittins Advertising	5,136,000	5,500,000
Richard K. Manoff Inc.	5,100,000	3,900,000
Winius-Brandon Co.	*5,000,000	*5,000,000
Don Kemper Co.	5,000,000	4,500,000
John F. Murray Co.	5,000,000	—

*Estimated by AA.



Branching out in '61

A BIGGER YEAR THAN EVER—
billings in 1961 will reach a new high of $14,000,000.

NEW EASTERN OPERATION—
a fully staffed and equipped plant, offering full-scale advertising service; headquarters in South Orange, N. J., offices in New York City.

NEW, SUBSTANTIAL CLIENTS—
including Armour Industrial Chemical Company...Automatic Canteen Company of America...Chas. Bruning Company, Inc....Curtiss-Wright Corporation... Imperial-Eastman Corporation...B. Kuppenheimer & Co., Inc. ...Albert Pick Hotels.

AND...A NEW NAME—
it's BUCHEN ADVERTISING, INC., more expressive of what we do; same experienced management.

BUCHEN ADVERTISING, INC.

400 W. Madison Street, Chicago 6, Illinois
South Orange Federal Bldg., So. Orange, N. J.
730 Fifth Avenue, New York 19, New York

Billings of 118 Agencies in $1,000,000 to $5,000,000 Group

(Listings of account changes, media breakdowns, number of employes and other details for agencies in this group begin on Page 94.)

Agency	1960	1959
O. S. Tyson & Co.	4,800,000	———
Breithaupt, Milsom & Benson	4,638,000	4,100,000
Hutchins Advertising Co.	4,560,193	3,884,183
Cargill, Wilson & Acree	4,552,720	———
Fairfax Inc.	4,500,000	4,100,000
Palm & Patterson	4,313,020	4,007,118
Lester Harrison Inc.	4,268,000	4,049,000
Richard N. Meltzer Advertising	4,253,600	———
John C. Dowd Inc.	4,200,000	3,100,000
Bishopric/Green-Fielden	4,124,719	3,316,500
Irving J. Rosenbloom & Associates	4,100,000	3,950,000
Needham & Grohmann	3,962,700	3,655,000
Barnes Chase Co.	3,932,280	3,701,110
Cayton Inc.	3,925,000	3,875,000
M. Belmont Ver Standig	3,910,500	3,890,000
Farson, Huff & Northlich	3,801,094	3,620,090
Clark & Bobertz	3,590,505	3,806,746
Carr Liggett Advertising	3,500,000	2,749,653
Symonds, MacKenzie & Co.	3,371,586	3,347,015
Hall, Haerr, Peterson & Harney	3,300,000	3,000,000
Luckoff & Wayburn	3,275,532	———
Byer & Bowman Advertising	3,145,290	2,978,019
Lilienfeld & Co.	3,132,700	2,413,685
Lando Advertising Agency	3,064,850	2,910,575
Shevlo Inc.	3,062,325	3,039,300
Stern, Walters & Simmons	3,031,181	2,366,667
Simons-Michelson Co.	3,000,000	———
Rives, Dyke & Co.	2,726,775	2,751,245
Leber & Katz	2,700,000	2,100,000
Shaller-Rubin Co.	2,552,000	2,026,000
Gourfain-Loeff Inc.	2,432,900	2,068,000
Koehl, Landis & Landan	2,410,000	2,220,000
Harry M. Frost Co.	2,393,353	2,254,740
Robert Haas Advertising	2,340,000	2,200,000
Merrill Anderson Co.	2,290,900	———
Garfield-Linn & Co.	2,280,000	2,607,000
Newmark, Posner & Mitchell	2,255,000	2,025,000
Howard Swink Advertising Agency	2,244,625	1,815,902
Kerker-Peterson	2,221,000	2,499,000
J. M. Hickerson	2,207,106	1,765,685
Herbert Baker Advertising	2,200,000	1,700,000
J. M. Camp & Co.	2,200,000	2,100,000
Al Herr Advertising	2,200,000	2,000,000
Lavidge, Davis & Newman	2,200,000	1,750,000
Smith & Dorian	2,200,000	2,100,000
Robertson Advertising	2,177,636	1,894,949
Davis, Johnson, Andersen & Colombatto	2,170,600	1,101,037
Wildrick & Miller	2,168,438	———
Powell, Schoenbrod & Hall Advertising	2,148,902	2,115,653
Huot Advertising	2,118,763	1,837,936
Lubell Advertising	2,111,752	1,318,206
Harris D. McKinney Inc.	2,012,700	1,795,600
W. B. Geissinger & Co.	2,010,311	1,512,205
Malcolm-Howard	2,000,000	2,000,000
Gerth, Brown, Clark & Elkus	1,986,000	1,625,000
Charles Bowes Advertising	1,928,145	1,776,423
Phillips & Cherbo	1,904,000	1,002,000
Fessel, Siegfriedt, Dooley & Moeller	1,867,100	974,407
Arnold & Co.	1,844,984	1,601,560
Vance Fawcett Associates	1,832,562	1,594,931
Hoefer, Dieterich & Brown	1,802,626	1,585,000
Aylin Advertising Agency	1,783,986	1,612,292
Godwin Advertising Agency	1,778,018	2,415,495
M. M. Fisher Associates	1,750,000	1,450,000
S. M. Brooks Advertising	1,748,712	1,637,692
Charles Anthony Gross Advertising	1,725,740	2,337,570
M. B. Scott Inc.	1,714,000	1,649,700
Remington Advertising	1,704,926	1,597,441
Jennings & Thompson Advertising	1,693,000	1,393,000
George T. Metcalf Co.	1,675,738	1,438,669
Enyart & Rose Advertising	1,650,000	1,100,000
Jones Frankel Co.	1,625,000	1,450,000
White & Shuford Advertising	1,618,899	1,470,605
Getz & Sandborg	1,591,443	1,011,000
Peitscher, Janda/ Associates	1,526,666	238,000
Sanger-Funnell	1,515,380	1,788,646
Feeley Advertising Agency	1,500,000	1,000,000
Van Brunt & Co.	1,500,000	900,000
Associated Advertising Agency	1,496,000	1,402,000
Harvey & Thomas	1,432,716	1,319,554
Jefferson Advertising Agency	1,418,625	1,279,417
Bonsib Inc.	1,412,782	1,176,303
Newmark's Advertising Agency	1,410,000	———
Richard G. Montgomery & Associates	1,400,000	1,000,000
Paul Venze Associates	1,400,000	———
G. R. Sauviat & Associates	1,373,190	820,850
Fischbein Advertising	1,335,000	1,200,000
James A. Stewart Co.	1,328,712	1,230,000
Sidney Clayton & Associates	1,315,164	1,356,153
Davis, Parsons & Strohmeier	1,311,077	1,246,622
Lescarboura Advertising	1,300,000	1,000,000
Gould, Brown & Bickett	1,299,494	1,023,856
Duncan-Brooks	1,289,310	1,079,401
John L. Douglas & Associates	1,254,433	1,141,670
Reuter & Bragdon	1,251,204	990,547
M. L. Grant Inc.	1,250,000	950,000
Mullican Co.	1,233,267	1,371,407
Wyatt Advertising	1,197,034	1,193,989
Joseph F. Callo Inc.	1,182,086	1,037,750
Albert Finkle Co.	1,174,254	1,001,806
Ad Busch Inc.	1,168,587	977,785
Robert K. Butcher & Associates	1,166,800	1,140,000
Arthur Towell Inc.	1,146,326	1,079,520
Melvin Co.	1,145,516	846,666
Thomas C. Wilson Advertising Agency	1,133,000	1,085,710
de Garmo Inc.	1,121,374	1,015,207
E. J. Scheaffer & Associates	1,109,500	700,000
Denman & Baker	1,108,141	1,241,515
Advertising Associates	1,105,680	741,850
Wesley Day & Co.	1,101,031	895,011
Peter Finnen & Co.	1,042,725	592,896
Gumpertz, Bentley & Dolan	1,027,402	802,479
Givens-Davies Advertising Agency	1,022,780	1,343,509
Stern, Hayes & Lang	1,021,597	882,228
Kraft, Smith & Ehrig	1,021,205	———
Dix & Eaton	1,014,942	———
Louis Benito Advertising	1,001,581	855,816
Lamport, Fox, Prell & Dolk	1,000,820	816,522
Manchester & Kreer	1,000,000	875,000
Wyman Co.	1,000,000	1,400,000

Billings of 222 Agencies in Under-$1,000,000 Group

(Listings of account changes, media breakdowns, number of employes and other details for agencies in this group begin on Page 104.)

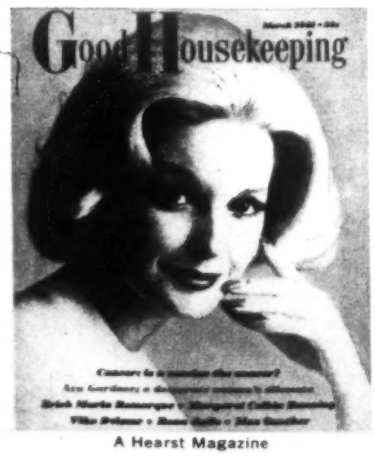
Agency	1960	1959
Weekley & Valenti	997,500	622,500
Laurel Advertising Inc.	986,400	925,000
Ken Seitz & Associates	981,792	72 ,193
Healy Advertising	979,000	———
Bonfield Associates	978,189	715,000
Harold E. Flint & Associates	939,357	678,614
McNeill, McCleery & Cochran	938,000	960,000
R. H. Alber Co.	932,483	949,625
Miller, Jordan & Herrick	909,390	828,110
Mark Schreiber Advertising	907,982	748,530
Parson, Friedman & Central	903,700	805,000
Nattall & Maloney	894,355	850,952
Zam & Kirschner	884,469	777,000
Goodis, Goldberg, Dair	875,900	———
George J. Walsh & Co.	874,680	816,700
Creative Advertising	853,895	776,710
Kenneth Rader Co.	850,000	500,000
Richardson, Thomas & Bushman	844,792	841,195
Black, Little & Co.	833,400	500,000
Ted Gravenson Inc.	810,566	723,720
Howard A. Harkavy Inc.	803,000	790,000
Michener Co.	802,193	623,794
Grosberg, Pollock & Gwartzman	791,410	———
Lloyd S. Howard Associates	783,250	785,000
Nathan Fein Inc.	762,000	625,000
Ray Ellis Advertising	760,000	560,000
NKR Advertising	760,000	673,600
Neals, Roether, Hickok	758,479	234,140
Allan Copeland & Garnitz	751,426	650,000
Maercklein Advertising Agency	730,000	605,000
Spooner & Kriegel	727,968	634,282
Presba, Muench Inc.	725,000	682,500
Moss Associates	715,044	758,000
James C. Seix Co.	715,000	710,000
Kreicker & Meloan	710,718	———
Henry B. Kreer & Co.	700,000	502,000
Truppe, LeGrave & Reynolds Advertising	700,000	600,000
Buxton Advertising	694,760	817,564

WHAT MAKES GOOD HOUSEKEEPING DIFFERENT FROM ANY OTHER ADVERTISING MEDIUM?

WE EXAMINED THE "INSIDES" OF FOOD PLANTS IN 481 CITIES!

Good Housekeeping knows (and loves) food. We prepare it in our eight kitchens. And we actually go into food plants from coast to coast . . . almost a thousand of them in 481 cities during recent years. We do this to observe conditions of manufacture for our readers. Happily, standards in the food industry are exceptionally high.

In the course of our travels, and other investigations, we learn a lot about food. You'd be surprised how often we have been able to make the suggestion that improves the product, or sells it better. Only Good Housekeeping has the scientific staff for such constructive inspections; an Institute for product investigations; a Consumers' Guaranty for Good Housekeeping advertised products and a Consumers' Guaranty Seal that influences the purchases of 4 out of 5* women in the United States.



A Hearst Magazine

That's what makes Good Housekeeping different. And that's what makes this magazine a great advertising medium for the food industry.

Guaranteed by Good Housekeeping

GOOD HOUSEKEEPING
Magazine and Institute
. . . because nothing persuades and sells like the truth!

*Crossley, S-D Surveys

Agency	1960	1959
M. W. Hartung & Associates	682,689	141,633
Herbert Willis & Associates	673,466	———
Jonethis-Larson Advertising	649,362	458,385
Fletcher, Wessel & Enright Advertising	649,023	505,326
Kennedy-Hannaford	641,097	415,400
Kenneth B. Butler & Associates	636,525	723,054
Revere Advertising	623,379	530,679
Lindeman Advertising	621,315	719,983
Snow & Depew Inc.	614,165	———
General Advertising Agency	613,881	———
Altman-Hall Associates	607,915	494,046
Cappy Ricks & Associates	604,738	366,359
David K. Burnap Inc.	603,580	343,279
Berghoff Associates	600,000	360,000
E. T. Holmgren Inc.	597,000	588,500
Weston Associates	594,737	480,070
Jack Packard Advertising	583,180	300,000
Gramercy Advertising Co.	570,100	350,000
John J. McCormack	562,252	411,687
Ward, Frojen Advertising	548,197	———
Katzif-George-Wemhoener Advertising	548,000	———
H. W. Hauptman Co.	547,984	531,837
Litman-Stevens & Sher	546,679	532,359
Schaffer, Lazarus & Lashay	535,450	298,040
Bridges-Sharp & Associates	520,150	461,382
Ralph Hobbs Associates	520,000	439,010
Rune Goranson Co.	518,385	463,671
Howard H. Hilton Advertising	515,000	331,000
Laux Advertising	514,694	373,358
Lookout Advertising Agency	507,836	360,103
Albert A. Kohler Co.	506,928	305,154
Donald L. Arends	500,640	235,360
Mahool Advertising	500,000	452,000
Tell Advertising Agency	500,000	400,000
Fred Riger Advertising Agency	499,704	392,276
Don May Advertising	498,860	269,285
Dickerman Advertising	498,000	450,000
Webster-Harris-Weibron Advertising	495,823	401,838
Robert Aronson Associates	492,426	305,284
Livingston & Associates Inc.	487,473	———
Ed St. Aubin Associates	486,969	363,240
H. Grider Advertising	484,698	431,516
Wendt Advertising Agency	471,546	462,604
Ardee Associates	470,000	———
Russell Kolburne Inc.	455,300	348,950
Faber Advertising	442,000	———
Bentley, Barnes & Lynn	440,010	———
Maurice Paulsen Advertising	432,898	309,928
Judd Advertising	430,164	444,000
Andrews Co.	426,399	295,300
Tri-State Advertising Co.	421,118	213,739
Chris Yaneff Ltd.	420,900	376,750
Fred R. Becker Advertising Agency	417,925	392,735
Aron & Shore Advertising	412,000	252,560
Hubbell Advertising Agency	411,112	211,651
R. S. Townsend Inc.	404,079	306,366
Kuswa-Greene & Associates	400,102	424,910
Chesapeake Advertising	400,000	100,000
Lansdale Co.	400,000	350,000
M. L. Samson Co.	393,832	381,530
Eldridge Co.	392,930	316,455
Wertheim Advertising Agency	391,720	300,000
William E. Jary Co.	382,163	———
Perry Brown Advertising	378,100	76,672
Martin Associates	372,918	126,525
Axelsen Advertising	360,070	302,551
Hodes Advertising	356,100	———
Neds & Wardlow Advertising Agency	353,818	294,112
Direct Advertising Co.	350,000	350,000
Pollock, Loth & Lowe	346,922	416,140
Sright Advertising Agency	345,425	329,700
Guldberg Advertising	344,685	———
Ashby & Associates	338,668	———
Pike & Becker	335,500	525,110
Tames Advertising Agency	334,000	180,000
Elton M. Plant Advertising	321,985	———
Banning Repplier Advertising Agency	317,403	229,000
Burr Agency	313,875	273,424
Beltaire & Hull	312,435	262,150
Read Brothers Advertising	310,000	348,000
Steven-Bartingale & Associates	310,000	220,000
Pickering Advertising Agency	304,340	224,102
David Inc.	300,000	240,000
Hood, Light & Geise	297,455	284,148
R. C. Breth Inc.	295,313	292,105
L. J. Globus	290,128	———
Saunders, Wilcox, Bell Inc.	285,750	202,132
L. J. Swain Advertising	284,000	———
Wiltse & Co.	281,855	———
Madison Advertising Agency	275,200	175,000
Braco Associates Advertising	272,000	220,000
Clayton A. Stahlka	271,000	203,000
Grant & Kurland	268,100	———
Abrams & Bogue	267,255	219,359
Bill Newkirk & Associates	266,750	227,405
Ellison L. Meier Advertising Agency	261,000	248,000
Advertising & Public Relations Consultants	260,643	102,335
Bogorad & Ehrhardt	260,000	———
Ray Thompson & Associates	257,400	121,000
Shumway & Carman	251,600	195,000
Gerald Keller Co.	250,000	125,000
AMS Advertising Agency	246,700	256,800
Jack Mathis Advertising	245,000	225,400
W. N. Davidson Advertising Agency	238,390	———
Charles M. Schoof Advertising Co.	233,400	180,000
E. L. Speer Advertising	233,000	207,000
Charles F. Dowd Inc.	230,192	———
Mellor Advertising	229,847	218,394
Jacobson Advertising Inc.	225,000	152,000
Sherman Advertising Agency	218,000	———
Charles P. Thobae & Associates	214,309	220,319
Don Jenner Advertising	213,693	184,871
Raymond I. Lang Advertising	213,197	229,000
Lenhart & Co.	212,721	197,523
Roy F. Cratty Agency	212,524	332,129
Pad Dodson Advertising	201,336	138,000
Parker Advertising	200,061	———
Morse Advertising	198,174	183,380
Havranek Advertising Associates	192,226	116,150
Fradkin Advertising	190,000	140,000
Ad-ventures Inc.	189,500	139,000
Advertising Center	184,000	158,000
Strandberg & Associates	181,550	———
Sabin Advertising	180,000	94,000
International Advertising Co.	178,000	141,000
Harbert Associates	176,000	96,000
George Eschbaugh Advertising	175,786	132,750
Advertising Agency Associates	174,000	———
G. Bruce West Advertising	172,221	73,045
Ellis Murphy	170,750	89,750
Max Levine Agency	160,000	131,000
Phillips-Robbins	157,285	108,387
Thomas J. Hubert Advertising	156,770	148,293
Shelton R. Houx Advertising	155,654	143,139
Gordon Rosholt & Co.	155,559	———
Buckfire & Co.	155,100	105,400
Longden-Regan Ad Service	151,145	174,285
Nationwide Advertising Service	150,000	125,000
Proctor Advertising	145,000	122,500
Friend-Yeomans Co.	141,750	98,350
Mohawk Advertising	140,424	152,058
Caswell Advertising Agency	138,422	———
Hemsing Advertising	137,368	108,121
Arthur Braitsch Advertising	136,300	121,600
Lloyd F. Wood Associates	132,000	———
R. J. McFarlin & Co.	130,000	120,000
Howard-Edinberg Associates	129,357	———
Richard Pennington Advertising	125,487	209,593
Ormsby Advertising	125,000	———
Brian E. Brown Advertising	120,000	———
Murray Leff & Co.	118,800	———
Hall & Floyd Advertising	112,732	97,008
Cose Advertising	105,500	93,000
Maynard L. Durham & Associates	104,941	121,290
Richard Goff & Associates	103,016	69,750
Felt Advertising	101,350	———
Laura Lambe Advertising	101,167	101,309
H. Roberts Advertising	92,000	———
William E. Sheppard Advertising	92,000	91,000
Cady-Oliver Foltz	91,360	———
Wilkinson Advertising	90,000	145,000
Saks & Grinnell	89,879	99,937
MacLaughlin Advertising Agency	89,505	93,690
Zeeland Advertising Agency	87,000	70,000
Arnie Matanky	77,540	105,050
Byrne Advertising Agency	69,744	69,690
Lake Advertising	68,365	68,365
Rex Farrall Inc.	68,359	60,593
Karl Thall Advertising	68,123	86,712
Edward A. Adler & Associates	65,000	65,000
Root Advertising Agency	61,917	64,473
Herbert B. Adler Advertising	57,668	———
Paul M. Miller Co.	47,700	55,000
B & B Promotion Service	47,100	12,200
Ad-Art Associates	46,706	55,968
J. Daynor Roman Advertising	43,753	17,849
Studio Advertising Workshop	43,250	———
Arthur Otis Advertising	35,471	———
Paul F. Etrick & Associates	30,000	23,313
Ubel Brothers Agency	24,722	24,720
Sawyer Advertising	24,143	———
Southern Wisconsin Advertising Agency	20,340	———
James L. Smith Advertising Service	14,038	10,367
Saul Haupt Advertising	9,500	———

From a recent BBDO New-Business Presentation

We said three years ago, in a talk to the organization, that BBDO policy was going to be: "Cherish that which is good; improve that which is fair; end that which is poor." Aggressive pursuit of this policy has made our agency younger, faster and tougher than it has ever been.

We have no magic, except hard work, intelligence and devotion. But we have found that the results of this combination can often approximate magic.

We believe that creative excellence thrives only in an agency where everyone desires it. Consequently, everyone in BBDO helps to maintain a climate of creativity. There is no squabbling between "creative" and "non-creative" people. Our creative people, in turn, realize that research, marketing and media intelligence strengthens the creative hand.

Seventy years have taught us that great advertising is always produced by a client-agency team. We work best with a client who has no secrets from us. We respect our clients and expect to deserve their respect. In almost all cases we truly like them and enjoy their friendship.

We have many addresses besides Madison Avenue. For more than half a century we have been developing completely staffed agencies in the nation's major marketing centers. We believe that all sales and all advertising are the results of local efforts and for this reason we have become a local agency.

Any market, we feel, should be judged by its potential and not by its distance from New York. Hence we expect to expand abroad rapidly in the next ten years and have already moved in this direction.

BBDO has never believed in advertising that has an "agency look." We strive, instead, for a client look. Since all business is different, all advertising ought to be different, for it has different problems to solve.

Our greatest asset is gifted people, and we believe in keeping them. Through generous salaries, participation in ownership and a profit-sharing plan that has never yet failed to put aside 15% of each participant's salary annually, we have plowed under most of the "greener pastures."

We fear easy accounts, for they are not likely to be going anywhere. We welcome "tough" accounts, because problems are the abrasive that keeps us, our service and our product sharp.

Charlie Brower

Billings of 56 British Agencies

(Listings of account changes, media breakdowns, number of employes and other details for agencies in this group begin on Page 126.)

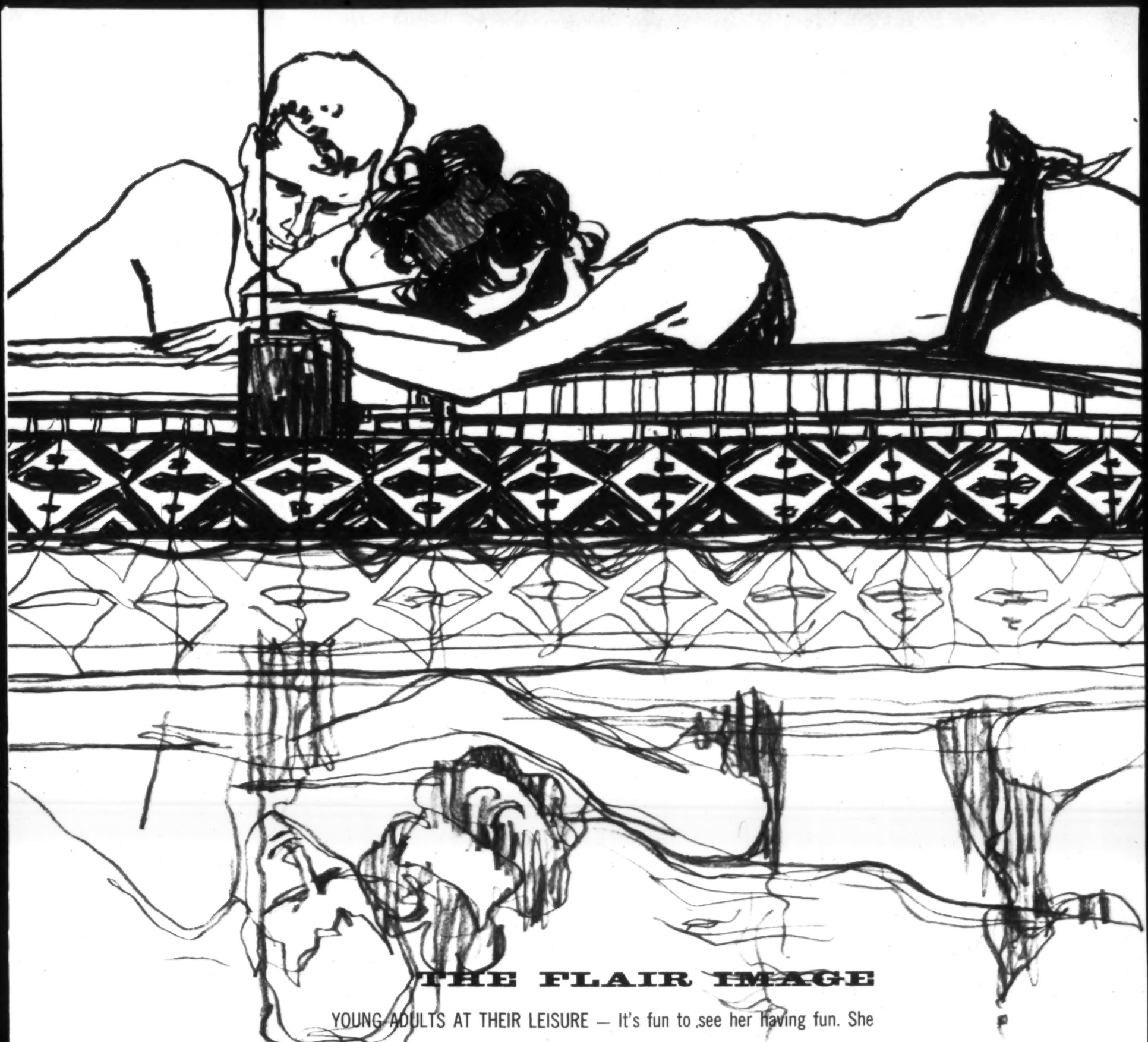
Agency	1960	1959
S. H. Benson Ltd.	47,600,000	39,000,000
London Press Exchange	44,847,849	38,157,048
J. Walter Thompson Co., Ltd.	42,560,000	38,080,000
Colman, Prentis & Varley	42,000,000	44,500,000
Mather & Crowther	25,200,000	21,800,000
Erwin Wasey, Ruthrauff & Ryan	23,010,400	20,848,800
Masius & Fergusson Ltd.	20,510,202	19,648,068
Young & Rubicam Ltd.	*19,000,000	*16,000,000
Lonsdale-Hands Organization	16,272,928	———
Foote, Cone & Belding Ltd.	15,991,030	12,309,881
W. S. Crawford Ltd.	15,585,307	13,759,012
McCann-Erickson Advertising	13,920,228	7,000,000
F. C. Pritchard, Wood & Partners	12,536,823	10,264,114
Service Advertising	12,229,835	10,407,522
G. S. Royds Ltd.	11,110,000	11,006,800
Lintas Ltd.	11,000,000	10,000,000
Dorland Advertising	10,685,982	8,225,299
Notley Advertising	10,501,400	6,785,856
Osborne-Peacock Co.	10,302,863	8,205,204
Hobson, Bates & Partners	10,061,861	6,018,611
Batten, Barton, Durstine & Osborn Ltd.	9,061,077	7,250,000
Alfred Pemberton Ltd.	8,581,588	7,845,121
S. C. Peacock Ltd.	7,577,290	6,353,256
Saward-Baker & Co.	6,970,692	4,979,310
Napper, Stinton & Wooley	6,938,960	*4,000,000
Everetts Advertising	6,597,548	5,262,000
C. Vernon & Sons	5,992,000	5,000,000
Benton & Bowles Ltd.	5,880,000	5,357,000
Clifford Bloxham & Partners	5,667,374	4,496,523
Garland-Compton Ltd.	5,560,086	5,475,117
John Haddon & Co.	5,600,000	5,488,000
Samson Clark & Co.	*5,100,000	*4,800,000
Spottiswoode Advertising	4,779,600	4,436,849
Legget, Nicholson & Partners	4,776,604	4,064,289
Allardyce Palmer Ltd.	4,200,000	3,208,800
Rumble, Crowther & Nicholas	*3,750,000	*3,500,000
Robert Freeman Co.	3,622,000	3,500,000
Alfred Bates & Son	3,600,000	*3,500,000
Rex Publicity	3,556,000	2,520,000
Charles W. Hobson	3,545,732	3,443,664
Smiths Advertising Agency	3,500,000	3,278,800
Robert Sharp & Partners	3,437,481	2,294,458
T. B. Browne Ltd.	*3,400,000	*3,500,000
TGA Co.	3,273,200	2,217,600
Basil Butler Co.	3,080,000	2,464,000
Crane Advertising	2,827,916	3,221,456
Armstrong-Warden Ltd.	2,476,986	1,807,378
Arthur S. Dixon Ltd.	2,372,902	2,190,401
Arks Publicity	2,300,000	*1,960,000
A. N. Holden & Co.	2,089,774	1,727,407
Hausman Advertising	1,022,000	688,800
Nicholls Dorrity Advertising	949,200	817,600
Hyde & Partners	639,702	445,219
Cecil Turner Ltd.	616,000	———
William Furness Ltd.	388,243	325,556
John Collings & Partners	197,960	138,040

Billings of 141 Other Foreign Agencies

(Listings of account changes, media breakdowns, number of employes and other details for agencies in this group begin on Page 138.)

Agency	1960	1959
Dentsu Advertising	148,582,229	123,598,791
Hakuhodo Inc.	30,000,000	23,340,000
H. K. McCann GMBH	*22,000,000	———
Man-Nen-Sha Inc.	19,600,000	14,000,000
J. Walter Thompson GMBH	*14,500,000	*10,000,000
Publicis S.A.	14,000,000	12,000,000
Lintas, Hamburg	*12,500,000	———
Werbeagentur Dr. Hegemann	*11,900,000	9,525,000
George Patterson Pty Ltd.	11,250,000	9,000,000
Svenska Telegrambyran	10,250,000	8,250,000
Elvinger S.A.	10,200,000	8,000,000
Publicite R. L. Dupuy	10,000,000	———
Synergie-Publicite & Propagande	9,800,000	8,600,000
Carl Gabler Werbegesellschaft	9,600,000	9,500,000
Heumann	*9,000,000	———
McCann-Erickson	*9,000,000	*7,200,000
Troost Werbeagentur	*9,000,000	7,740,000
Gumaelius	8,900,000	8,500,000
Werbe-Gramm	7,950,000	7,350,000
Kyodo Advertising Co.	7,894,736	6,315,790
William Wilkens Wirtschaftswerbung	*7,500,000	———
CPV Italiana	7,000,000	6,000,000
Westag Werbeagentur	6,900,000	6,120,000
Die Werbe Essen	*6,500,000	———
J. Walter Thompson	*6,000,000	*5,000,000
Ervaco Advertising	5,700,000	———
Prad N.V.	5,650,000	5,021,000
S.I.R.P.I.	5,541,000	5,152,000
Allmanna Annonsbyran	5,500,000	4,000,000
Asahi Advertising Agency	5,360,000	4,263,000
Dorland-Werbeorganisation	*5,000,000	———
Dr. Rudolf Farner Marketing & Advertising Agency	5,143,000	4,835,000
Wilh. Anderssons Annonsbyra	5,067,100	4,957,150
Van Zijl & Van Zijl	5,000,800	4,368,000
Werbe-Liebald	5,000,000	3,300,000
Pueyrredon Propaganda	4,575,000	2,510,000
Smit's Reclame-Advies en Servicebureau	4,300,000	3,700,000
Berry Currie Hawkins Pty Ltd.	*4,000,000	———
Hans W. Brose	*4,000,000	———
Dr. Grupe & Co.	4,000,000	3,200,000
Standard Propaganda	*4,000,000	3,750,000
Radar Publicita	3,500,000	2,320,000
Publicidad Badillo	3,344,338	3,159,282
Dorland S.A.	3,300,000	2,560,000
Norton Publicidad	*3,300,000	2,500,000
Sanshodo Advertising Agency	3,330,000	2,000,000
Oy Mainos Taucher Reklam	3,200,000	2,850,000
Fortune (Aust.) Pty Ltd.	3,000,000	2,500,000
Werbeagentur Wundrich-Meissen	*3,000,000	———
Forende Annonsebyraer	2,900,000	2,400,000
Young & Rubicam	*2,800,000	*2,000,000
Omnia Publicita	2,640,000	2,560,000
Noel Paton-Warwick Advertising Services	2,585,000	2,250,000
CLAR-Werbung	*2,500,000	———
Publicontrol	2,500,000	2,160,000
Werbeagentur Achim Aschke	*2,500,000	———
Werbeagentur Gunter Blase	*2,500,000	———
Werbung GMBH	*2,400,000	———
E.D. I. P.	2,300,000	1,980,000
Hoydahl Ohme	2,300,000	2,085,000
John Clemenger Pty Ltd.	2,250,000	2,200,000
Sven Rygaards Annonsbyra	2,155,000	1,800,000
West Indies Advertising	2,141,034	2,078,576
Bodden & Dechy	2,105,000	1,905,000
Rodney H. Evans Advertising	2,076,887	1,789,590
Publicidad D'Arcy	2,033,400	1,900,000
Berg, Henderson & Co.	2,025,000	738,750
Alfsen & Becker	2,000,000	1,700,000
Busskamp & Koch	*2,000,000	———
Dillon-Cousins	2,000,000	2,000,000
Inter-Americana de Publicidade	*2,000,000	———
Markenwerbung Arie Van der Plaat	*2,000,000	———
Rolf Ruhle Werbung	*2,000,000	———
Von Holzshuher & Bauer	*2,000,000	———
Werbebau Heilig & Simon	*2,000,000	———
Werbetechnik Hermann Bruder	*2,000,000	———
Philippine Advertising Counselors	1,818,200	———
Empresa de Propaganda Publictec	*1,800,000	———
Hager Gesellschaft	1,800,000	1,400,000
Yuste Publicidad	1,765,000	1,250,000
International Advertising Service	1,625,000	900,000
Oy Liikemainonta	1,600,000	1,250,000
Clarion Advertising Services Private Ltd.	1,500,000	1,100,000
Bergenholz & Arnesen	1,350,000	1,275,000
Internationale Werbegeselschaft	1,350,000	900,000
D. Frenz-Werbung	*1,500,000	———
GfA-Gesellschaft fur Absatzberatung	*1,500,000	———
Kroupensky Publicidad	1,500,000	———
Denison Propaganda	1,300,000	770,000
Danis Publicidad Tecnica	1,250,000	833,000
Publicidad General	1,250,000	880,000
Philprom Inc.	1,225,000	1,180,000
Hou Maet Reclame Adviesbureau	1,200,000	1,000,000
Publicidad Gisbert	1,200,000	———
P.A. Nascimento-Acar Propaganda	1,170,000	620,000
Falcon Advertising Agency	1,094,222	742,130
Ruesca Publicidad	1,080,000	830,000
Grecca Advertising and Marketing	1,050,000	988,000
J.M.M. Publicidade	1,015,000	897,000
GEFI-Werbung Werner Volckmann	*1,000,000	———
Neufa GMBH	*1,000,000	———
Werbeagentur Lorz	*1,000,000	———
Bernstein, Wilson & Robinson	966,600	846,570

*Estimated by AA.



THE FLAIR IMAGE

YOUNG ADULTS AT THEIR LEISURE — It's fun to see her having fun. She does it with such flair. And she listens to FLAIR, because FLAIR is the one network radio program which measures up to her lively new standards of living. That's why discerning advertisers such as Pepsi Cola choose ABC RADIO'S FLAIR to reach that great and growing market of discerning young adults. Get them — they've got FLAIR.

GET FLAIR ABC RADIO

FLAIR, Mon.-Fri. afternoons, starring Dick Van Dyke as host, introducing the people and ideas young America wants to meet, i.e. Jonathan Winters, Arlene Francis, Bonnie Prudden, Margaret Truman, Harry Golden, Pamela Mason, etc.

Agency	1960	1959
Gumaelius og Reklames Annonsebyra	950,000	800,000
Highley Advertising	920,855	1,106,920
Oy Seitsenmainos	900,000	600,000
Trygve Dalseg & Co.	870,000	615,000
Dorland	940,000	820,000
Publicidad Arregui	796,450	887,920
Ace Advertising Agency	771,155	533,111
Hellenic Advertising	750,000	625,000
D.E. A. Keklamebureau for Danske Erhverv	691,666	583,153
Alector Advertising Agency	600,000	450,000
Clarin Publicidad	600,000	350,000
Domas	600,000	510,000
Publicidad Lowder	600,000	—
SUR Publicidad	600,000	200,000
Ulrichs Reklamebureau	600,000	500,000
George J. Cueto	521,000	350,000
Heinz J. Scheichelbauer Werbeagentur	510,000	425,000
Publicidad Climaz	500,000	415,000
Dardo S.A. de Publicidad	430,500	374,000
Gnomi	416,000	330,000
Werbe Agentur Dr. Ruperti	412,000	247,000
Marklin Advertising	410,000	300,000
Publicite Information Moyen-Orient (PIMO)	400,000	300,000
Gordon Lewensohn Aylon Ltd.	400,000	—
Publicite Marechal	420,000	390,000
Azor S.L. de Publicidad	380,000	445,000
Werbeagentur Hubert Schnabel	370,000	—
Alberto H. Garnier Ltd.	355,000	330,000
Aiyars Advertising & Marketing	300,000	120,000
S.E.P. Agency	281,410	261,350
Servicios Mykland Arosemena	264,000	204,000
E. P. Luna Publicidade	250,000	180,000
Bauer Ltd.	247,198	170,500
Agencia Eureka de Publicidad	240,000	180,000
Saab Advertising Service	204,345	202,680
Publicidad Velox	186,400	149,000
All Brazil Publicidade	92,000	66,000
Publicidad Huerta	60,000	50,000

*Estimated by AA. †Revised AA estimate.

128 Agencies Merge, 45 Go Under in First Year of Not-So-Soaring '60s

Liabilities Total $2,381,000 in 1960 Bankruptcy Cases

By Lawrence Bernard

NEW YORK, Feb. 23—Despite the economic downturn, advertising agency activity at the corporate level continued at a high pitch during 1960.

At least 128 agencies merged, 92 new shops opened and 47 others changed their corporate structures by one means or another.

And in this first year of what was to be the "soaring sixties" at least 45 agencies went bankrupt with total liabilities of $2,381,000 —a five-year high.

■ These are the statistical highlights of agency year 1960 as reported in the pages of ADVERTISING AGE. It is a safe bet that all the above figures were actually higher because AA could not report on all changes in all agencies across the U.S. But it is equally certain that the month-by-month summary which follows is the most complete available, in one place.

The 128 agencies who merged last year did not equal the record set in 1958 when about 150 agencies combined forces, but they were considerably ahead of 1959 when 86 agencies were reported merged. In 1957, 50 mergers were recorded; in 1956, 38, and in 1955, 50.

Formation of more than 90 agencies in 1960 was close to the 1959 mark when 87 new agencies were recorded in AA's columns and behind 1958 when about 100 new agencies were opened.

■ AA recorded the closings of about a dozen agencies last year and here too, it is likely that the actual figure was considerably higher as most shuttered agencies did so without the formality of a public announcement.

The bankruptcy picture was highlighted by the failure of Harry H. Patterson Co., Chicago, last September with liabilities totalling $645,000, according to Dun & Bradstreet figures. Three other petitions that month brought the combined liabilities up to $761,000—the worst month of the year. There were six failures in October with combined liabilities of $436,000, making it the second worst month, according to the D&B reports.

Average liabilities per agency ran slightly over $50,000. Excluding the Patterson failure brought the average down to roughly $37,000.

■ By comparison, 40 failures were recorded by D&B in 1959 with total liabilites of $1,554,000, an average of $38,850 per agency. In 1958, 36 agencies failed with liabilities totaling $857,000; in 1957, 55 agencies went under with liabilities of $2,081,000; in 1956, 31 agencies closed with $1,119,000 liabilities; and in 1955 there were also 31 closings, with liabilities of $815,000.

Last year was also one in which there was renewed activity evident in the legal arena with Federal Trade Commission proceedings and account piracy suits playing a leading role.

Once again the FTC took to naming agencies, and even account executives, in its complaints again advertisers and many prominent shops found themselves codefendants.

■ Ted Bates & Co. was joined with Brown & Williamson on a complaint against Life cigarets filter demonstrations, again with Colgate-Palmolive Co. for the sandpaper commercials for Rapid Shave (this time provoking full page newspaper ads from Bates asking the FTC to clarify its rules), and a third time with Standard Brands for the Blue Bonnet "flavor gems" margarine commercial.

Ketchum, MacLeod & Grove was cited with Alcoa for an Alcoa wrap demonstration. Foote, Cone & Belding and its Pepsodent account executive was cited for Pepsodent commercials. Compton Advertising, and two account men were cited along with Eversharp for Schick razors "boxing gloves" commercials. Sullivan, Stauffer, Colwell & Bayles was joined with Carter Products for the Rise shaving cream demonstration.

Most of the above cases are still in litigation; the others were settled with consent orders.

■ In other legal matters through the year, Norman, Craig & Kummel won its second action against former client Pabst Brewing Co., over commissions. Jay Victor & Associates, a Newark agency, filed an account piracy suit over some 28 real estate accounts against three members of Keyes, Martin & Co., a Springfield, N. J., agency.

In Toronto, McCann-Erickson charged three former employes with defrauding the agency of $65,000 over a three-year period, had them sentenced to jail terms. The three year old "kickback" case involving C&C Super Corp., Bernice and Irving Rill, and Frank B. Johnston Advertising was still struggling through the courts. Rehbock Advertising sued former vps Jerome Cooper and Roy Mendelson for conspiracy and piracy, seeking $100,000 damages, lost a temporary injunction motion and subsequently was assigned for creditors.

■ Two ethical drug agencies, Cortez F. Enloe Inc. and Johnson & Lanman got into a dispute over who owns the rights to Mediphone, a promotional answering service for doctors. Accompanied by publicity fanfare, the New York district attorney swooped down on Drug Research Corp., maker of Regimen, and its agency, Kastor Hilton, Chesley, Clifford & Atherton, seized records and subsequently indicted both for false and fraudulent advertising, where the matter still rests.

Later in the year, the Kastor agency sued former client Fay Drug Co. for $26,081, due on commissions for Serts suppositories, and in turn was countersued by the client who claimed that $46,445 paid for advertising services had been "useless." Fidel Castro crossed swords with Harris & Co. and the Miami agency sued the Republic of Cuba for several hundred thousand dollars it said was owed for Cuban tourist advertising in U.S. publications.

■ Co-ordinated Marketing Agency sued ex-client Farm House Frozen Foods for $22,300 it said was owed under an agreement to pay $50,000 for handling the account. Thomas Gosselin, an ex-Grant Advertising vp, sued the agency for $115,333 for alleged breach of employment. Hazel Bishop Inc. got itself into a jam with the Securities & Exchange Commission over a bookkeeping item it referred to as a $1,000,000 "re-

(Continued on Page 148)

Top Ten Agencies, Domestic Billing

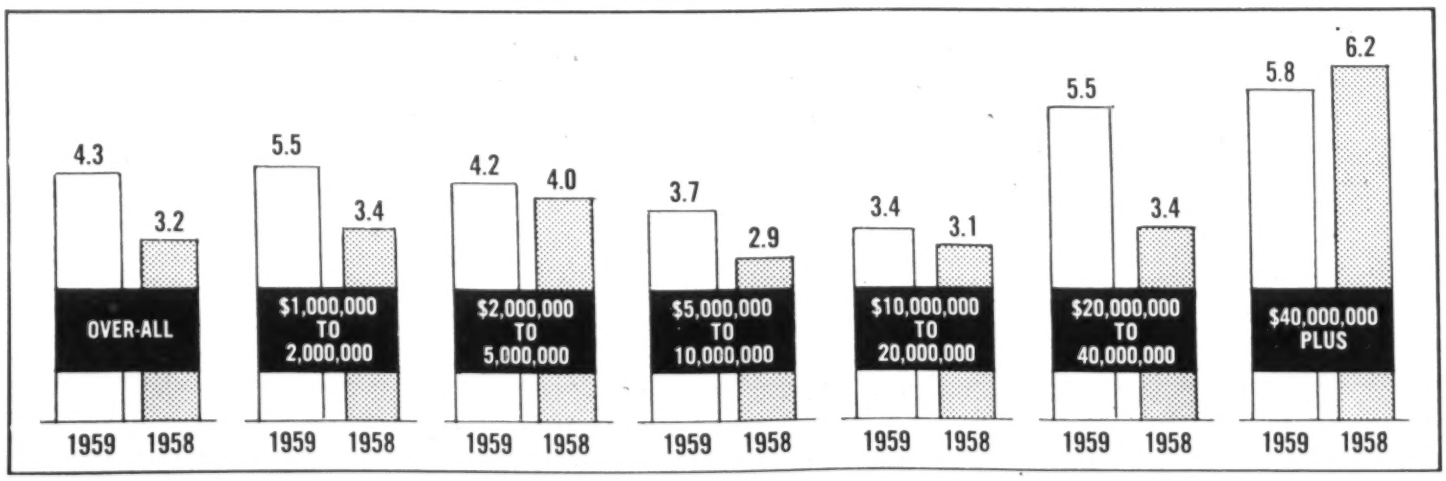
(Estimated by Advertising Age)

Rank		1960
1.	J. Walter Thompson	*$250,000,000
2.	Batten, Barton, Durstine & Osborn	232,500,000
3.	Interpublic (McCann-Erickson)	†216,000,000
4.	Young & Rubicam	‡212,000,000
5.	Ted Bates & Co.	§119,300,000
6.	Leo Burnett Co.	*116,700,000
7.	Benton & Bowles	*114,000,000
8.	N. W. Ayer & Son	110,000,000
9.	Dancer-Fitzgerald-Sample	*100,700,000
10.	Foote, Cone & Belding	99,600,000

*Includes Canadian billing of $15,000,000 for J. Walter Thompson, about $1,000,000 each for Benton & Bowles and Dancer-Fitzgerald-Sample, and $4,800,000 for Leo Burnett. †Does not include $34,000,000 in billings for McCann-Marschalk, a separate agency. ‡Billings only, without capitalization of fees. §Does not include about $6,000,000 billing of Spitzer, Mills & Bates.

Profits for Advertising Agencies by Billings Brackets, 1958-59

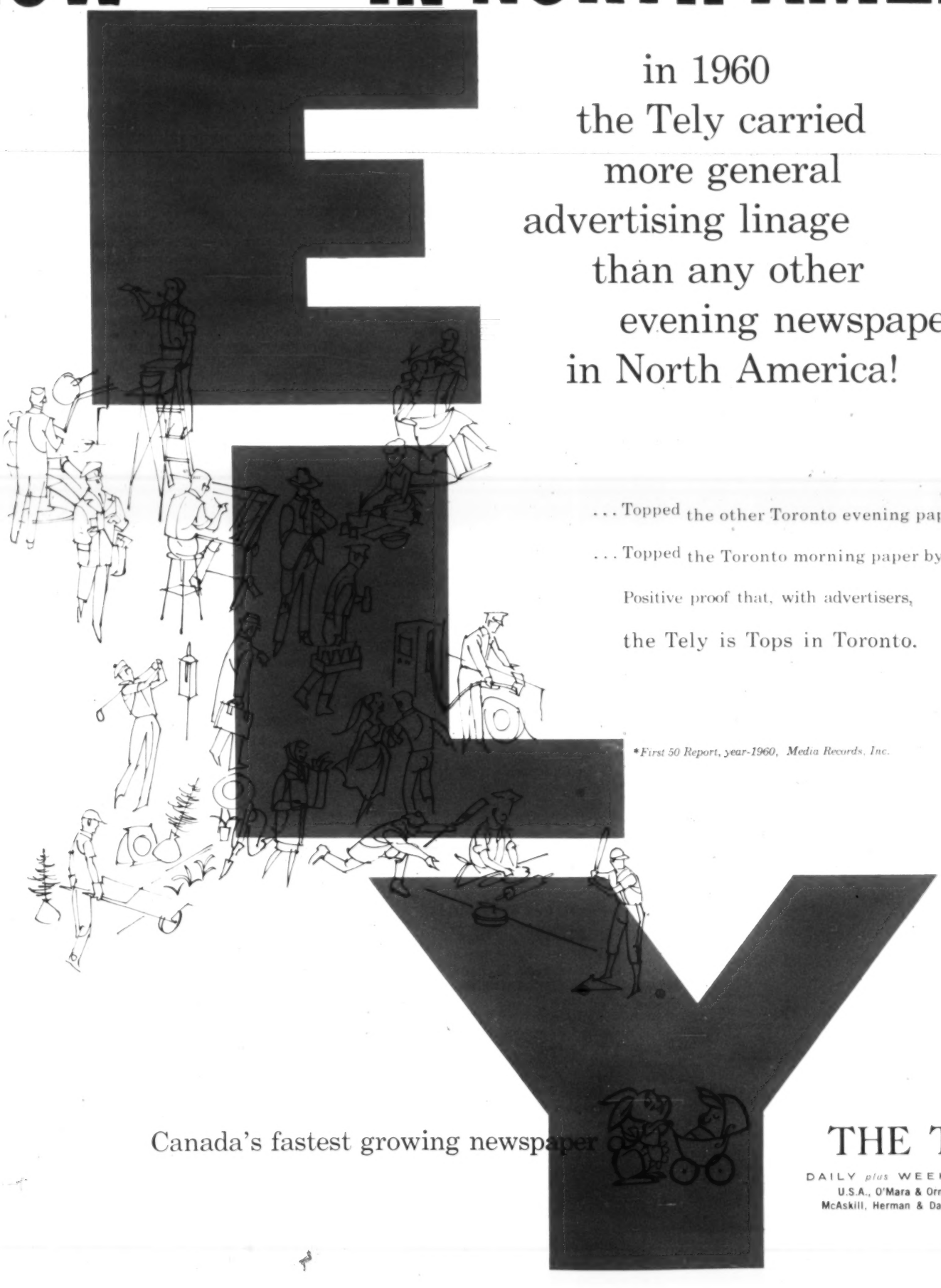
Profits as a Percentage of Gross Income



AGENCY PROFITS ARE UP—*A survey of agencies shows that profits rose in 1959 in all brackets except the $40,000,000-and-over billings group. The increases in the other brackets brought their profits back to 1957 levels.*

always Tops in Toronto

TELY NOW TOPS IN NORTH AMERICA!



in 1960
the Tely carried
more general
advertising linage
than any other
evening newspaper
in North America!

. . . Topped the other Toronto evening paper by 1,329,357 lines*

. . . Topped the Toronto morning paper by 832,566 lines*

Positive proof that, with advertisers,

the Tely is Tops in Toronto.

*First 50 Report, year-1960, Media Records, Inc.

Canada's fastest growing newspaper

THE TELEGRAM

DAILY *plus* WEEKEND · TORONTO, CANADA

U.S.A., O'Mara & Ormsbee, Inc., 342 Madison Ave., New York
McAskill, Herman & Daley, 4014 Chase Ave., Miami Beach, Florida

Billings . . .

(Continued from Page 40)

During the year the agency merged with Spitzer & Mills, Toronto. It named John M. Lyden, formerly senior vp, vice-chairman, and James C. Douglass, exec vp, was named administrative vp and chief administration officer. Archibald Foster, group head on Brown Williamson, joined the executive committee. Billings breakdown: Television 74.5%, radio 4.1%, newspapers (and supplements) 9.9%, magazines (and farm and business publications) 6.1%, outdoor and transit 2.8% and "other" 2.6%. These media percentages are for the U. S. only. Bates has 1,250 employes, 1,000 of them in New York, 250 in London, and estimates 1961 billing will be up.

Batten, Barton, Durstine & Osborn billed $243,775,000 in 1960, of which $11,705,000 represented capitalized fees and $11,235,000 was billed abroad. In 1959, comparable figures were $216,000,000 billings, $7,000,000 in fees, and $1,500,000 abroad.

Last year BBDO merged Dolan, Duckworth, Whitcombe & Stewart into BBDO international. It had a notable new business year, acquiring Pepsi-Cola Co. (and a host of bottlers) in the U. S. and Canada, and Chrysler Corp.'s Dodge line and Autolite. Also added: Bromo Seltzer, Duquesne Power & Light Co., First Bank Stock Corp., Minneapolis Honeywell and Famous Artists School. In Canada BBDO added Campbell Soup, as well as Pepsi and Chrysler billing. Abroad it added Pirelli, J. Goddard & Sons Ltd., General Mills Ltd. and Thompson Newspapers.

It lost Chrysler's Valiant and De Soto billings (in the reshuffle which gave it Dodge), Standard Oil of Indiana institutional, Electric Storage Battery, two newspapers (the *Chicago Daily News* and the *Los Angeles Times-Mirror*), Farmers & Mechanics Bank of Minneapolis, Forstmann Woolen Co., and Penick & Ford. In the international field it lost Trans-World Airlines, Marshall Taplow Ltd. and KLM/Lockheed. Billings breakdown: Newspapers 16%, magazines 22%, radio 7%, television 44%, outdoor 3%, business publications 5%, farm publications 1% and "other" 2%. It has 2,350 employes in 20 offices. It estimates 1961 volume will rise 5%.

Benton & Bowles billed $114,000,000 in 1960, up from $109,000,000 in 1959. Both figures are for billings only, both include about $1,000,000 in Canadian billings, and neither includes the $6,000,000 billed in the United Kingdom *(see Page 127)*.

Benton & Bowles added Allied Chemical's Caprolan division, Chemical Bank New York Trust Co., Shulton's Technique Color Tone and a new product; it got and lost a sizable piece of Calvert Distillers business; it added General Foods' Gaines Gravy Train and Birds Eye frozen instant baby foods, IBM's Executary dictating equipment and P&G's Crest in Canada. It lost Carling's Red Cap ale, General Aniline & Film's Ansco and Ozalid divisions, the data processing division of IBM, Continental Air Command's reserve motivation program and Columbia and Epic records.

During the year it established affiliate relationships with Jackson, Wain & Co. in Australia, Goldberg Advertising in New Zealand and Itam in Italy. In April Lee Rich moved from vp in charge of media to vp in charge of media and programming. Oliver Barbour, radio and tv programming vp left to join Advertising, Radio & Television Services. Lee Currlin became vp and manager of the media department, replacing Harold Miller, who resigned to join Grey Advertising Agency. Two executives died during the year: Senior vp John F. Reeder and vp George E. Simons.

Billings breakdown: Newspapers 8%, magazines and supplements 25%, radio 1%, television 63%, outdoor 2%, "other" 1%. Benton & Bowles has 1,015 employes in two offices and estimates 1961 volume will be about the same as in 1960.

D. P. Brother & Co., Detroit, billed an estimated $32,500,000 in 1960, up modestly from an estimated $31,200,000 in 1959, and the increase came almost wholly from present clients.

The Brother agency added General Motors Corp.'s Delco appliance division during the year—its 11th GM account, of which the largest is, of course, Oldsmobile division. Brother also acquired Holiday Inns of America Inc., its first non-GM client.

During the year D. P. Brother moved to chairman of the board of the agency, and Kenneth G. Manuel, formerly senior vp in charge of tv and radio, took over as president. Albert F. Remington was named assistant to the president, and Robert E. Riorden was named vp and director of marketing and research. The agency has 238 employes, and expects 1961 volume to be about the same as 1960's—barring an automobile strike or a severe drop in the automobile business.

Leo Burnett Co., headquarters Chicago, billed $116,717,000 in 1960, of which $3,075,000 represented capitalized fees and $4,899,000 was billed outside the U.S., chiefly in Canada. In 1959, comparable figures were $114,614,000, $1,996,000 in fees and $4,092,000 abroad.

The agency's new business additions were fewer than in recent years. It added Sunkist Growers' fresh lemons, and Sunkist (Canada) fresh fruit; Swanson Products division of Campbell Soup Co., Wallace Laboratories' Soma—a muscle relaxant—in the U.S. and Canada, plus unidentified products; and in Canada Burnett added P&G's Camay, and Star-Kist Foods tuna and 9 Lives cat food. It lost nothing.

During the year E. Ross Gamble retired as vp and treasurer, and was succeeded as treasurer by Philip H. Schaff Jr., exec vp for administration and finance. C. Peter Frantz was named manager of the creative review committee; Harvey Bressler, former creative supervisor of Ted Bates & Co. joined as a vp and tv copy director; Cleo Hovel, joined as vp and assistant to the head of the tv commercial department from Campbell-Mithun; Allen R. Memhard Jr., formerly Ayer's Chicago manager, joined as marketing supervisor. New vps included Robert Noel, Robert Leonhard, Neil R. McBain, Eugene L. Kolkey, George Hamm, Louis A. Kennedy, Raman W. Stultz, Vaughn M. Jones and Otis L. Wiese.

In Canada, Ray Gilbert joined Burnett as vp and account supervisor in Toronto from Y&R, and Howard Whiting moved from Toronto to be vp and manager of the Montreal office. A training program for "bright young Canadians" was begun in Chicago to offset the shortage of competent Canadian advertising men. Julian L. Watkins, who wrote "The 100 Greatest Advertisements," left to rejoin Ayer, on the West Coast. Fritz Ohliger, vp and marketing supervisor, left to join Hunt Foods & Industries on the West Coast; Paul A. Louis, program vp in New York, left to open a tv consultant company in Los Angeles—and William McIlvain, vp of the program department, shifted from Chicago to New York. Billings breakdown: Newspapers 6%, magazines 19.3%, supplements 3.7%, radio 3.6%, television 56.6%, outdoor 3.4%, business publications 1.2%, farm publications 1% and production and miscellaneous 5.2%. Burnett has 923 employes in six offices, and estimates 1961 volume will be about the same as 1960's.

Campbell-Ewald Co., headquarters Detroit, billed an estimated $95,000,000 in 1960, up from $85,000,000 estimated in 1959. Most of the increase came from existing accounts, and Campbell-Ewald has made the point that its new business is more notable for potential than for present billings. It had no major gains or losses.

In personnel, Kensinger Jones, tv-radio creative director, was promoted to senior vp, creative director and member of the executive committee. Richard L. Eastland, in charge of the Hollywood office for the last four years, became a vp as the Los Angeles and Hollywood offices were combined under the direction of Richard C. Francis, vp and Pacific Coast manager. Arthur Boyd, who had been a consultant, was named a vp in marketing and research under Jack Forshew, senior vp. Three account supervisors—John V. Doyle, Harold J. Hubert and John W. Clason—were elected vps. Billings breakdown: 50% in print, 35% in broadcast, and the remainder in direct mail and "other." The agency has 800 employes.

The agency's forecast for 1961 is conditioned by the automobile market, since C-E has Chevrolet, Corvair, GMAC and other GM business, and the possibility looms that it may not be as good a year as 1960. The feeling is that this may not be a bad thing for the agency, since "a closer look will be taken at operations than is the tendency in periods of growth."

Campbell-Mithun, headquarters Minneapolis, billed $50,000,000 in 1960, of which $7,000,000 represented capitalized fees. Last year total billings were $43,000,000, of which $3,000,000 represented capitalized fees.

During the year Campbell-Mithun added Wilson & Co.'s meats and sporting goods, Cutler-Hammer, Hong Kong Tourist Bureau, Iowa Power & Light, Pacific-Gamble Robinson, North American Life & Casualty Co., the National LP-Gas Council and Oxi-Kor Corp. It lost Automatic Canteen Co. of America, which had been inactive, and Tecnique Color Tone.

Ray Mithun moved to board chairman, with Albert R. Whitman, former plans board director, becoming president. Norman Best, former vp and general manager, became exec vp. Larry Wherry, former president of Wherry, Baker & Tilden, joined C-M to work on special account assignments, and Mel Grover, former senior vp of Wilson, Haight, Welch & Grover, joined as a vp. Cleo Hovel, vp and tv creative director, joined Leo Burnett Co.; Phelps Johnston, vp and account supervisor, joined Don Kemper Co. to head its Chicago office, and Frank Stull, vp and account supervisor, joined Cunningham & Walsh as Beatrice Foods account executive. Billings breakdown: Newspapers 16%, magazines, business and farm publications and supplements 23%, radio 11%, television 32%, point of sale 10% and "other" 3%. The agency has 496 employes in four offices, and estimates 1961 billing to rise 10%.

Cockfield, Brown & Co., Montreal, billed $28,500,000 in 1960, including $2,604,000 in capitalized fees. In 1959, the agency billed $27,500,000, including $2,790,500 in capitalized fees. Cockfield last year added International Resort Facilities, Wawanesa Mutual Insurance, C. & J. Clark Canada, Irish potato chips, Winnipeg Real Estate, Northam Warren, International Tabulators, Bermico Products, Merrill Lynch, Pierce, Fenner & Smith, Pembina TV Sales, Atkins & Dubrow, Labatt's Brewery (Saskatchewan), International Power & Engineering Construction, Windsor Hotel, Imperial Oil (summer tv), Lever Bros. (French tv), and Red Rose tea and coffee (broadcast). Cockfield lost Pet Milk, Canadian Industries Ltd., Deeks-McBride, Fort Garry tea and coffee, Hudson's Bay (liquor advertising), Selkirk Metal, Crane Ltd., Ford of Canada (Monarch and Lincoln), Perco sales, Campbell Soup Co., Dow Corning Silicones, Trans-Canada Telephone and Garfinkle & Co. C. & J. Clark was worth an estimated billing of $350,000, and Northam Warren about $165,000. Campbell billed an estimated $1,000,000, Perco about $100,000, Dow Corning an estimated $50,000, Hudson's Bay about $350,000, Crane about $250,000 and Lincoln and Monarch about $300,000. Billings breakdown: Newspapers 27.4%, magazines 11.4%, supplements 6.7%, radio 13.1%, television 19%, outdoor 3.5%, business publications 7.7%, farm publications 2.8%, transit advertising 1.3%, point of sale 6.4% and other 0.7%. Cockfield employs 435 persons in four offices. It expects '61 volume to be about the same as last year's.

Compton Advertising billed $86,000,000 in 1960, of which $285,000 represented capitalized fees and $6,000,000 was billed abroad. In 1959, comparable figures were $78,000,000 total, $1,150,000 in fees and none abroad.

Compton had an outstanding new business year, adding Perfect Circle Corp., Deuville House Foods, Chicago & North Western Railway System, Curtiss-Wright Corp., Asphalt Institute, Edison Electric Institute, Toyota Motor Distributors, Mannings Inc., Alberto-Culver, a group of Seagram and Browne Vintners brands (Hunter, Wilson, White Horse, et al.), Litton Industries, Morton Chemical Co. and Procter & Gamble's new cooking oils, Crisco oil and Puritan oil. Compton resigned Fleischmann Distilling, to make room for Seagram, and resigned General Baking.

During the year Compton merged with Baker, Tilden, Bolgard & Barger in Chicago, and moved into England with the acquisition of S. T. Garland Advertising Service. Compton pulled out of Portland, and Nelson, Pedersen & Allen took over its business. Andrew Armstrong joined Compton as a creative director, Wilson Shelton was named creative head, Otto Prochazka left to join Dancer-Fitzgerald-Sample, and C. James Fleming joined Ted Bates & Co. Billings breakdown: Newspapers and supplements 11%, magazines-business publications-farm publications 23%, radio 2%, television 59%, outdoor 1%, print production, etc. 4%. Compton has 842 employes in four offices, and estimates 1961 volume will rise 10%.

Cunningham & Walsh billed $54,500,000 in 1960, up from $54,200,000 in 1959. It had a good new business year, adding O'Keefe & Merritt, Louis Milani Foods, Van Camp Sea Food Co., Shedd Bartush Foods, New Orleans Kitchens, Braniff International Airways, Northern Illinois Gas Co., Wizard deodorizer from American Home Products, the Marchant division of Smith-Corona Marchant, an unnamed proprietary from Warner-Lambert, the Detroit National Automobile Show, Tropic Breeze Products and Thomas Cook Ltd. It resigned Sears, Roebuck & Co., and lost American Chain & Cable.

In early '61 the agency withdrew from Detroit, returning control of Detroit accounts to Robert Powell, who had merged his agency with C&W two years ago and had continued as C&W's Detroit manager. William M. Mulvey, exec vp, resigned; William Templeton, tv vp, resigned and was succeeded by Jerome R. Feninger, former vp in charge of radio-tv programming. Sherman E. Rogers, vp and creative board chairman of Anderson & Cairns, joined as creative de-

Top Ten Agencies, International Billings

(Estimated by Advertising Age)

Rank		1960
1.	J. Walter Thompson Co.	†$120,000,000
2.	Interpublic (McCann-Erickson)	†102,000,000
3.	Young & Rubicam	**†35,000,000
4.	Foote, Cone & Belding	†24,000,000
5.	Erwin Wasey, Ruthrauff & Ryan	23,500,000
6.	Grant Advertising	22,000,000
7.	Batten, Barton, Durstine & Osborn	†11,700,000
8.	Ted Bates & Co.	*11,200,000
9.	Compton Advertising	6,000,000
10.	Robert Otto & Co.	5,500,000

***Does not include Spitzer, Mills & Bates, formed in 1960. **Billings but no capitalized fees. †Excludes $15,000,000 Canadian billings for Thompson, which are carried as domestic; includes $11,000,000 Canadian billings for Young & Rubicam; includes $9,000,000 billings in Canada for McCann-Erickson; includes $2,000,000 in Canadian billing for BBDO; includes estimated $4,000,000 Canadian billing for Foote, Cone & Belding.**

CHOICE—*Dodge is running this ad in 1,600 newspapers offering buyers the choice of its compact Lancer and its larger Dart. Batten, Barton, Durstine & Osborn is the agency.*

IN 1960—BIG-SELLING HOME APPLIANCE BRANDS GOT BIGGER THROUGH CONSISTENT ADVERTISING IN

Parents' MAGAZINE & BETTER HOMEMAKING

General Electric
Kelvinator
Norge
Philco
Westinghouse
Hotpoint
Whirlpool
Maytag
Frigidaire
Hamilton
Gibson
KitchenAid
Speed Queen
Magic Chef
Preway
Necchi-Elna
Glamorene
Bissell
West Bend
Morse
Brother
Manitowoc
Arvin
Hoover
Arkla
Mirro
Rich
Monitor
American Econ-O-Wash
Singer
Hardwick
Ben-Hur
Lennox
American Gas Assn.
Rexair
Health-Mor
Culligan
Permaglas

Every full-line manufacturer of home appliances, and many other important appliance manufacturers, use Parents' Magazine to boost sales!

The BIG selling factor:

PARENTS' reaches 1,850,000 families with children . . . the market which spends *94% more* for Household Appliances than families without children!

For BIGGER sales in '61:

Talk up . . . *build up* your brand in the young mother market. Young mothers buy the most home appliances; in fact, they buy most of virtually all products.

Remember—they buy with confidence products advertised in PARENTS' MAGAZINE!

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE AS ADVERTISED THEREIN

Inquire how you can put this sales-clincher to work for your brand.

PARENTS' MAGAZINE CIRCULATION **1,850,000** | CHILDREN IN PARENTS' MAGAZINE FAMILIES **4,250,000** | MONTHLY READERSHIP **6,235,000**

PARENTS' MAGAZINE, 52 VANDERBILT AVE., N. Y. 17 • Chicago • Atlanta • Boston • Los Angeles • San Francisco

K&E observes: Even a clam sticks his neck out

At K&E, people are expected to do likewise. For we know how few rewards in advertising are captured by the timid.

"Never settle for what merely looks safe," urges Kenyon & Eckhardt's Book of Creative Standards, "unless you are also prepared to settle for mediocrity.

"Have a strong opinion, and express it. The strategy called 'covering all the bases' is usually the refuge of the man who can't find home plate."

At K&E, we set great store by the courage to stick out your neck. A clam does it to breathe; when he stops, his career is over. This is a point any advertising man might do well to remember.

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards

The unexpected twist, and why K&E sweats for it

It's our advertising judo. It's the secret weapon. It's the way a lean advertiser can topple his fat competition.

So again and again, Kenyon & Eckhardt's Book of Creative Standards emphasizes the necessity of originality. One page is headed "Do it differently." It reads:

"When we urge you to strive for the unusual and the un-commonplace, it is not because we want to show off our cleverness. It is because we do not want our product to be lost in the gray mass of mediocrity.

"To be imitative in this business is to court oblivion. To be provocative is to court an audience."

What better reason for the unexpected twist?

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards

What's in it for me?

People are forever asking this question. They never stop.

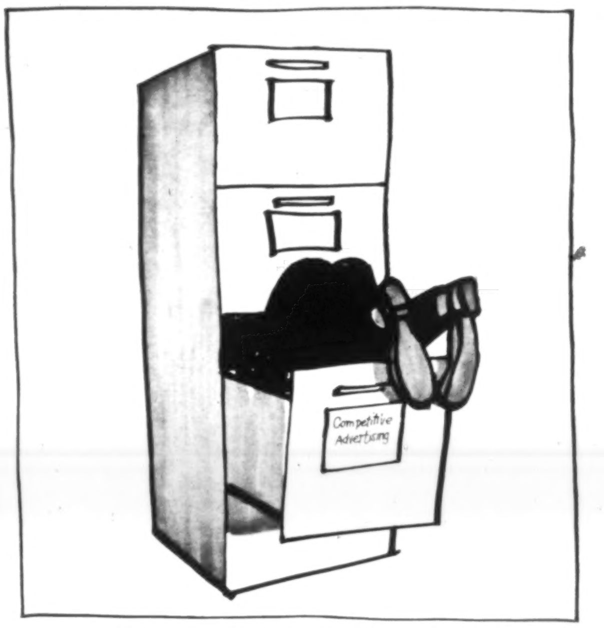
[illegible]

"The first and most important step in advertising is find the promise. All good advertising, when stripped to its essentials, is simply a pledge to the consumer.

"The promise must come out of the product. It can be emotional or rational. It must either be unique in what it says or in how it says it. The promise must be basic, and above all, simple."

As basic and as simple as the question: "What's in it for me?"

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards.



Is this a Generation of Swipers? No, says K&E

One of a series based on the Kenyon & Eckhardt Book of Creative Standards

Why K&E admires this monument to eloquence

Could a hundred words have said any more than General McAuliffe said in one?

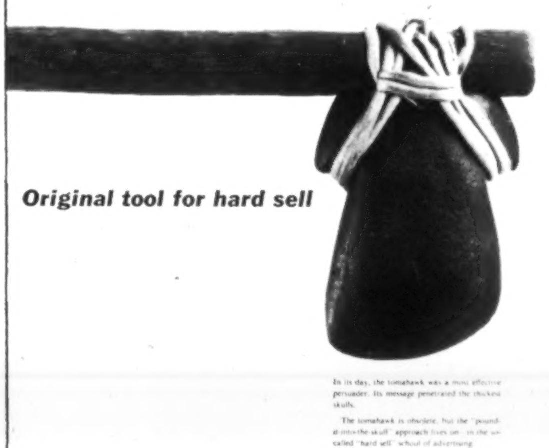
Keep it simple. These are three words K&E people believe in. Our Book of Creative Standards sums it up:

"The measure of any advertisement, after the worth of its basic promise has been determined, is how quickly and how completely does it communicate?

"Most advertising is visually too complicated and verbally too involved. The question is not one of short copy versus long, but of clarity versus obscurity.

"When you ask people to spend their time puzzling out your meaning, they are inclined to give you a very simple answer." It is written on the base of the McAuliffe monument.

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards



Original tool for hard sell

In its day, the tomahawk was a most effective persuader. Its message penetrated the thickest skulls.

The tomahawk is obsolete, but the "pound-it-into-the-skull" approach lives on—in the so-called "hard sell" school of advertising.

At K&E, we don't believe the question is one of hard sell versus soft sell, but rather of *effective sell*. Here is the way our Book of Creative Standards puts it:

"The hardest selling is simply persuasion. To persuade means to present ideas so provocatively that *people will make up their own minds in favor of the product.*

"Advertising that does this is hard sell no matter how temperate its approach. And advertising that people reject, no matter how noisy, is as soft as butter."

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards

K&E asks: How black is a white lie?

A bit of exaggeration or a few "little white lies" may do no harm in certain human relationships. But let these sins, however minor, creep into your advertisement and you have hurt not only yourself but all of advertising.

The proper posture of advertising today is leaning over backward. It is not enough to avoid untruths. We must also shun the truths that *sound* untrue. For even truthful advertising, if people disbelieve it, does us harm—often as much as outright falsehood.

Kenyon & Eckhardt's Book of Creative Standards puts it this way: "Credibility in advertising has nothing to do with technical honesty or with shaping a 'weasel' to imply what you can't say. It comes from your whole attitude toward your readers. How much do you really respect them? It is curious how this becomes a measure of their own respect for what you have to say.

"Stick to the plain facts. Don't try to write advertising with your fingers crossed."

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards.

K&E suggests: Don't try to do too much

How many things can you do in one TV commercial? An ingenious copywriter can squeeze four selling points into 20 seconds.

A better copywriter will tell you there is no surer road to advertising mediocrity.

"Do less and do it better," urges Kenyon & Eckhardt's Book of Creative Standards. "Nine-tenths of commercials attempt to do too many things, to get over too many ideas, to flash too many changes of scene, to present too many arguments. The more elements that compete for the consumer's attention, the less, usually, is conveyed to his mind."

At Kenyon & Eckhardt, a writer works with a typewriter. Not a shoehorn.

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards.

Museum pieces, says K&E

Words come from their mouths. Their arms and legs move. But right there, the resemblance to any human being ends.

These are the creatures of Adland.

They pursue their odd folkways in print ads, TV and radio commercials. Females stand transfixed at the sight of a mop. Males grin mechanically at the touch of a cold glass. For it is the first rule in Adland that men, women, and children be carried away by uncontrollable ecstasy when they are in the presence of The Product.

A page in the Kenyon & Eckhardt Book of Standards sums up the Adlanders: "Their problems, concerns and enthusiasms seem wholly synthetic. Even their language is an argot all its own."

At K&E we see no place for the creatures of Adland in today's advertising. If the people chosen to carry a message are so unbelievable, how can a consumer put stock in the message itself?

One of a series based on the Kenyon & Eckhardt Book of Creative Standards

He could have said, "We owe a lot to the R. A. F."

Mr Churchill said, instead, "Never in the field of human conflict was so much owed by so many to so few."

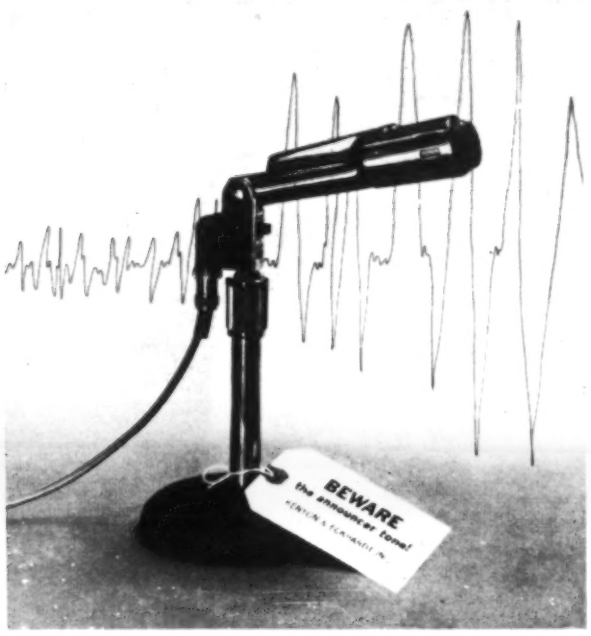
These are very simple words. But how great their power to move the minds and hearts of men!

In the K&E Book of Creative Standards, one page reads, "There has never been any instrument of human persuasion that can rival the word itself. Civilizations have been founded on words. Men have died for them. The greatest skill in our business is the business of writing."

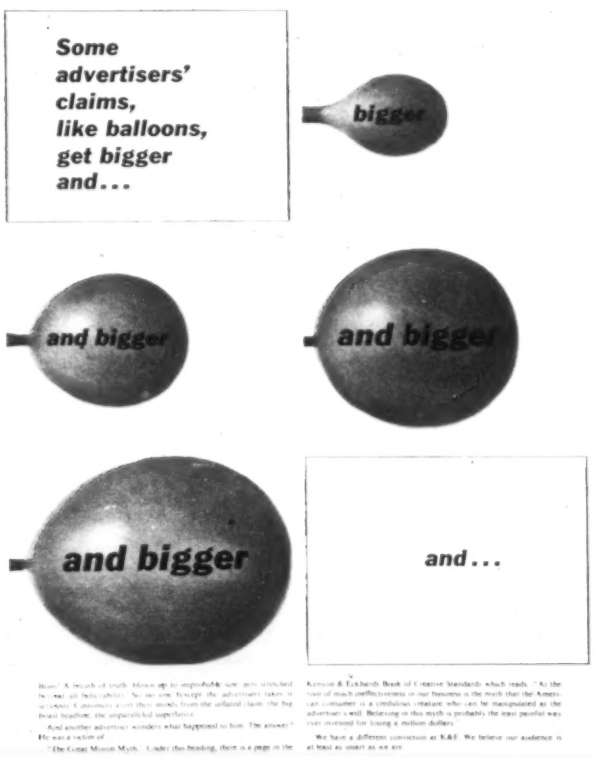
We know that many tools are available to us in the mechanics of communication. Year by year, our tool kit grows. But people at Kenyon & Eckhardt still believe that the most important was the first.

The word.

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards.



One of a series based upon the Kenyon & Eckhardt Book of Creative Standards.



One of a series based upon the Kenyon & Eckhardt Book of Creative Standards.

K&E's toughest client

Perhaps an advertising agency's toughest assignment comes when you're asked to "speak for yourself, John." Extolling one's own virtues is as hard for a company as it is for an individual.

The twelve K&E advertisements at left show a Kenyon & Eckhardt solution to this problem. In planning this campaign, we believe that we have a unique advantage: the Kenyon & Eckhardt Book of Creative Standards, upon which the advertisements shown here are based.

To those who have written to ask for copies of the book, we have had to explain that it is rather a formidable document (measuring approximately three feet by two), designed for use in training meetings for K&E people. In its case, it weighs 75 pounds, as many a K&E mailroom boy will affirm.

Inside, the book is far from formidable. It is simply the summation of the principles* this agency has developed during many years of creating and evaluating advertising. It is not a check list. It does not contain a single formula. As the last page points out, "We are far more interested in understanding than in rules."

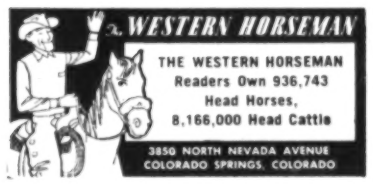
The first twelve of the advertisements based upon our creative principles have been bound into a booklet which we would be happy to send you so long as our supply lasts. Write to Kenyon & Eckhardt Inc., 247 Park Avenue, New York 17, N. Y.

* *What happens when these principles are put into practice? By coincidence, a sample of K&E's product appears upon page 109 of this same issue of Advertising Age. It is an advertisement we did on special assignment for the Saturday Review.*

Kenyon & Eckhardt Inc., 247 Park Avenue, New York 17, N.Y.

partment director, a new post. Billings breakdown: Radio and television 42.79%, magazines 33.44%, newspapers 12.87%, fees 5.4%, outdoor 5.39% and miscellaneous 9.11%.

Cunningham & Walsh has 525 employes in five offices, and expects 1961 volume to rise 5%.



Dancer-Fitzgerald-Sample billed $100,700,000 in 1960, up from $92,000,000 in the preceding year. Canadian billings are included, amounting to about $1,000,000.

D-F-S added Simoniz Co., Swift & Co.'s canned meats, Western Tablet & Stationery Corp., Best Foods' Old Manse syrup and Italian dressing, and additional cereal products from General Mills. It lost American Chicle's Dentyne and Coughlets, Pfaff International Corp., Ekco Products Co., Encyclopedia Britannica and McKesson & Robbins drug advertising.

Henry M. Hempstead closed his agency in Chicago and joined DFS as a vp in April; Frederick A. Mitchel rejoined D-F-S in May as an account executive, after heading Needham, Louis & Brorby's New York office. Robert A. Wulfhorst, associate media director, left for NL&B as director of media and research; Samuel S. Moody Jr. left to join Ralf Shockey & Associates, as vp of a newly-formed grocery products division; Lawrence D'Aloise resigned as vp and creative director; Clyde E. Rapp, manager of D-F-S Dayton office, resigned in September. Media breakdown was approximately that of 1959: Television 55%, radio 10% and print 35%. D-F-S has 700 employes in six offices, and expects 1961 volume to rise.

✻Not many well-dressed businessmen would buy a suit unless it were tailored to a perfect fit. Yet some (but not our clients!) will dust off a ready-to-wear advertising campaign, have it taken in a little here and let out a little there, and then wonder why their product is not winning attention!

✻Every Dentsu campaign is tailored precisely to the tastes of the Japanese market, not merely to the more obvious specifications of the product. We employ 160 qualified research personnel who can call on the services of more than 10,000 (that's right) field workers in any one month, who know that their measurements are checked and double-checked. Step by step the assembled data on market and media is tacked into place until the complete fabric of the campaign has been built up as only the experts know how. For advertising that is fitting, check first with Dentsu.

• NEWSPAPER • MAGAZINE • RADIO • TV • PR • P-O-S
• DM • OUTDOOR • TRANSIT • MARKETING • RESEARCH

DENTSU ADVERTISING LTD.

Head office: Nishi-Ginza, Tokyo / Cable Address: "DENTSU TOKYO"
New York office: 342 Madison Ave., New York 17, N.Y., U.S.A.

D'Arcy Advertising Co. billed an estimated $80,000,000 in 1960, of which $4,500,000 was billed in Canada and Mexico. In 1959, total domestic billing for D'Arcy was $73,000,000.

While domestic dollar volume increased only about 3%, the agency had an impressive new business year, adding ACF Industries' electronics division and W-K-M division, American Oil Co. and Utah Refining, Crestliner, Breast O'Chicken Tuna, Girard's, Courtaulds (Alabama), Crane Co., Stromberg-Carlson and Canadair divisions of General Dynamics, Lufthansa German Airlines, Oil Heat Council of Greater Chicago, San Diego Federal Savings & Loan Assn., Security Title & Trust Co., Turtle Wax, U.S. National Bank and Universal Match Corp. Some of the accounts came through the agency's merger with Armstrong, Fenton & Vinson, San Diego.

H. K. Porter's corporate billings went into and out of D'Arcy during the year. It lost Cashmere Bouquet soap, Fedders Corp., Patterson Sargent, and resigned Olin Mathieson. It also lost Consolidated Foods' Monarch division, Barber-Ellis of Canada, Brooks Foods and McDonnell Aircraft Corp.

D'Arcy added about 60 people during the year, including James C. Cowhey, who returned from Chrysler Corp. as vp and account supervisor in Cleveland; Thomas M. Newell, formerly with Politz, as director of research; Vern Eastman, Los Angeles manager, was named vp in charge of western operations and succeeded by Merritt Willey in Los Angeles; Allan Clark, vp and copy director in St. Louis, moved to the Chicago office, which was expanded to serve American Oil and Turtle Wax; Frederic R. Keith was named vp and account supervisor in San Diego, and William C. Munro was named director of marketing in New York. Frederic A. Schneller, vp of merchandising, died. Billings breakdown: Radio and tv 33%, magazines 24%, newspapers 19%, outdoor 14%, all others 10%. D'Arcy has about 760 employes and estimates a 21% gain in 1961 volume.

Doherty, Clifford, Steers & Shenfield billed $28,300,000 in 1960, compared with $25,400,000 in 1959. It had a mixed new business year, adding Better Vision Institute, Chunky Chocolate Corp., Jackson Brewing Co., New Orleans, and Roche Proprietaries. It lost *Ladies' Home Journal* and Seagram's Hunter, Carstairs, Paul Jones and Wilson whiskies, and Wolfschmidt vodka and Myers rum.

It named eight new vps: Michael Barnett, Russ Ford, R. Richard Carens, Thaine A. Youst, Kenneth W. Price, Robert C. Doherty, Robert C. Finnie, Harold P. Gerhardt. James Frankenberry left to join Fletcher Richards, Calkins & Holden. Billings breakdown: Broadcast 62.7%, print and outdoor 37.3%. The agency has 278 employes in two offices. It expects 1961 will be about like 1960.

Donahue & Coe billed $33,600,000 in 1960, up from $32,400,000 1959. In 1960, $2,140,000 represented capitalized fees.

It had a good new business year, adding *Business Week*; Columbia Phonographs, CBS Electronics and CBS International; Arnold Bakers; Lockheed Electronics; Ruffino Chianti, Polinari wines and Marie Brizard cordials and liqueurs; J. R. Wood & Sons (Artcarved rings); Black, Starr & Gorham; *Los Angeles Times*; White King jet starch and Soft 'n' Fluff; and the

in Washington it's the
in the Washington Post it's

Our nation's capital is served by three newspapers. One is far ahead of the other two in circulation, advertising and editorial prestige. The Washington Post reaches 60 per cent of homes in its metropolitan area. That's heavier coverage than advertisers can get in any other newspaper in any of America's top ten cities. The Washington Post carries more advertising than either of the other two Washington newspapers, and more national display advertising than both combined. In the judgment of the country's newspaper editors and publishers, The Washington Post ranks as one of America's five finest newspapers. Three syndicated Sunday magazines are distributed by Washington newspapers. Of the two distributed by the Washington Post, PARADE is first in advertising, first in readership.

In 59 of its 65 key markets PARADE is distributed by the largest (or only) Sunday newspaper. This includes 8 of the 13 big metropolitan markets—such as Washington, St. Louis and Miami—where one or more of the other syndicated Sunday magazines also is distributed. The results you get from a syndicated Sunday magazine depend on the newspapers that distribute it. Market by market, PARADE newspapers invite comparison.

PARADE—THE SUNDAY MAGAZINE SECTION OF STRONG NEWSPAPERS THROUGHOUT THE NATION REACHING 10 MILLION FAMILIES EVERY WEEK.

women's wear fabrics division of Reeford Worsted Co. It got and lost Hazel Bishop. It lost Louis Milani Foods and some Raytheon divisions, while keeping Raytheon microwave and power tubes and the commercial apparatus and systems divisions.

The agency moved to new offices in the Time & Life Bldg. Among the people added during the year: William Schmick, former vp in charge of new products at Colgate, as vp and director of marketing; Lawrence Gibson as vp and research director; Henry Slesar, former creative director of Fuller & Smith & Ross, as a roving contributor of creative analysis on all the agency's accounts; and Warren Donahue, former copy director of Erwin Wasey, Ruthrauff & Ryan, as copy director. William R. Hillenbrand, vp and plans board chairman, left to join Lambert & Feasley as exec vp, and Chester Roberts, vp and account supervisor, joined Revlon as marketing director. Billings breakdown: Newspapers and supplements, $10,380,000; magazines $8,570,000; tv-radio $10,160,000; capitalized fees $2,140,000 and production $2,350,000. Donahue & Coe's broadcast billing moved from $6,200,000 to $10,160,000 in 1960. The agency has 300 employes. It estimates that volume from present clients will reach $36,000,000 in 1961.

ORCHIDS FOR HER
AS LOW AS 11¢ EACH FREE Catalog
ORCHAWAII
HQ: 305 7th Ave., N.Y. 1, N.Y. • OR 5-6500
BR: 30 W. Wash., Chi. 2, Ill. • AN 3-6622

Doyle Dane Bernbach billed $46,380,000 in 1960, up from $27,535,000 in 1959.

DDB may well be the Cinderella story of the agency business. In 1953 it was billing $5,000,000. It had a typically strong new business year in 1960, and typically most of the accounts it acquired were good accounts but not giants. It added Chicopee Mills, EverSweet Corp., Hartmann Luggage, Northrop Corp., Olin Mathieson Chemical Corp., Puritron Corp., Remington Rand International, S&W Fine Foods, Schenley Industries (additional brands), Sicks' Rainier Brewing, Warner Bros. Co., Yardley of London's women's line (the last three to start in 1961). It lost Blair Laboratories in June, Grolier Society and International Telephone & Telegraph in December. It opened new offices in Seattle and San Francisco. It hired a new director of international marketing. Billings breakdown: Newspapers 28%, magazines 28%, radio and tv 36%, transit & outdoor 4%, business publications 4%. It has 455 employes in five offices, and its estimate of volume is up 15% in 1961.

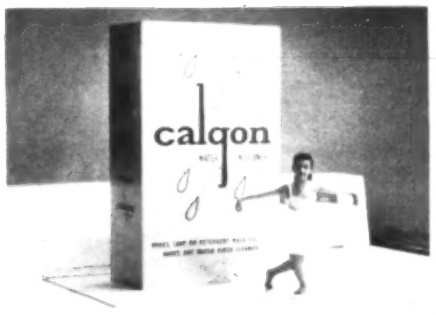
Erwin Wasey, Ruthrauff & Ryan billed $83,900,000 in 1960, of which $23,500,000 was billed abroad. These figures are practically identical with those of 1959, when the agency billed $83,000,000 and $23,500,000 abroad.

It added Cyanamid International's Lederle Laboratories and General Chemical products, and Cyanamid Inter-American Corporation's formica department; Chivers & Sons Ltd.; Cushman Motor Works; Minnesota Mining & Mfg.'s retail trades tape division and gift wrap and fabric division, and Mutual Broadcasting System; Stroud & Co.; Superior Valve & Fittings Co.; United Equity Life Insurance Co.; and Wynn Oil Co.

The agency lost American Hoist & Derrick Co.; Canadair Ltd.; Colt's Patent Fire Arms Mfg. Co.; Consoweld Corp.; First National Bank of St. Paul; Lanolin Plus;

T.V. spot editor

Sponsored by one of the leading film producers in television



Animated titles "Soft, White and Bright"... swish to the rhythm of the snow-white petticoat of a cute little girl dancing with her pet white poodle, to effectively illustrate "It's the Calgon Rinse that makes the difference." The spot closes with an added element of fantasy as the little girl dances out from behind the Calgon box atop a washer.

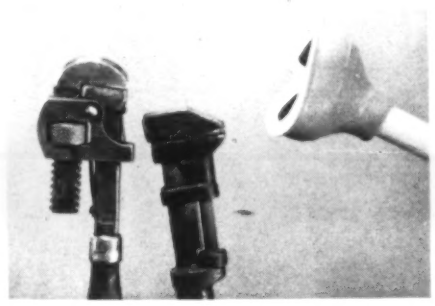
Produced by SARRA for the CALGON COMPANY through KETCHUM, MacLEOD & GROVE, INC.

SARRA INC.

New York: 200 East 56th Street Chicago: 16 East Ontario Street

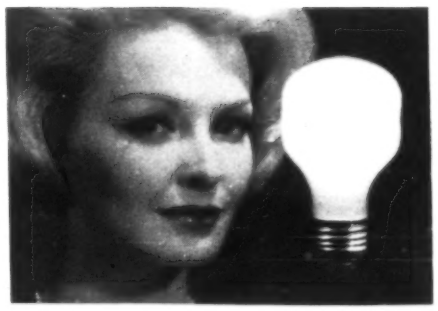
Again, stop-motion is effectively used to sell Drano. This time a plunger is added to the cast and joins two wrenches who are bemoaning the fact that they have no work, since the lady of the house has been using Drano in every drain. These inanimate objects become the stars in another hilarious stop-motion selling conversation about Drano.

Produced by SARRA for THE DRACKETT COMPANY through YOUNG & RUBICAM, INC.



SARRA INC.

New York: 200 East 56th Street Chicago: 16 East Ontario Street



With the artistic use of close-ups, the new Westinghouse bulb is introduced as it magically lights upon entering the scene, casting a soft glare-free light on the loveliness of the girl. This simplicity in staging helps emphasize the Westinghouse presentation of "The only modern light bulb in 35 years"... a better looking new shape for the best light for seeing ever developed.

Produced by SARRA for WESTINGHOUSE ELECTRIC CORPORATION through McCANN-ERICKSON ADVERTISING (U.S.A.).

SARRA INC.

New York: 200 East 56th Street Chicago: 16 East Ontario Street

The question..."What does Klear Floor Wax do?"... is musically answered by..."Ask any bright floor." At this point a believable woman demonstrator shows the familiar glass test which proves that Klear "never yellows." Beautiful room and floor shots add factual weight to the commercial message.

Produced by SARRA for S. C. JOHNSON & SON, INC. through FOOTE, CONE & BELDING, INC.

SARRA INC.

New York: 200 East 56th Street Chicago: 16 East Ontario Street

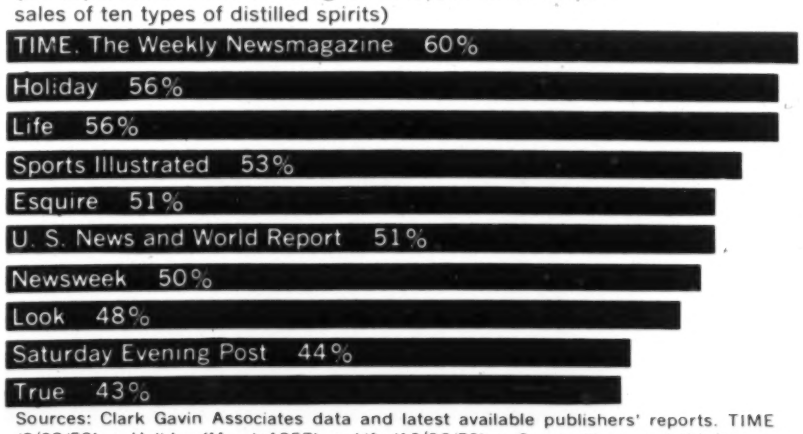
Would you like to see some of SARRA'S most recent commercials?

WRITE DEPT. M. AT EITHER STUDIO

NEW YORK: 200 EAST 56th STREET... SARRA INC. ...CHICAGO: 16 EAST ONTARIO STREET

TIME is the shape of the liquor market

CIRCULATION CONCENTRATION IN THE TOP FIFTY LIQUOR MARKETS
(Metropolitan areas accounting for 67.5% of all 1959 case sales of ten types of distilled spirits)



Sources: Clark Gavin Associates data and latest available publishers' reports. TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • Esquire (February 1957) • U. S. News & World Report (3/28/58) • Newsweek (3/23/59) • Look (3/18/58) • Saturday Evening Post (3/14/59) • True (October 1959)

Take the top 50 metropolitan areas that ring up two-thirds of all case sales of the ten leading types of distilled spirits. TIME concentrates 60% of its circulation in those high-spirited areas—more than any other magazine of over 500,000 circulation. TIME-reading executives and their families entertain often, for business and pleasure. Naturally, they're top customers for the best brands in all fields.

TIME

TIME . . . to reach 2,550,000 top-of-the-market families

Northrop Corp.; Rootes Motors; Personal Products' Coets; Structo Mfg. Co.; Union Oil Co. (broadcast); and Zonolite Co.

C. Wendel Muench resigned in the Chicago office, taking two accounts billing $100,000 with him, to join Presba-Muench. Eugene A. Raven, former advertising director for United Air Lines, joined the agency as an account supervisor. Terell Von Ingen quit as a new business vp to join *The Saturday Evening Post*. In London, four senior executives—C. Austen Barnes, Donald McLure, Dennis Blairman and Ronald Critchley—quit to acquire a substantial interest in Crane Publicity Ltd. All four had worked on the Hedley account, P&G's British subsidiary. Billings breakdown: Newspapers 20%, magazines 35%, radio 6%, television 35%, outdoor 4%. EWRR has 1,200 employes in 15 offices, and it estimates that 1961 volume will be up 10%-15%.

William Esty Co. billed $83,000,000 in 1960, up from an estimated $75,000,000 in 1959. It added Prestone Spray de-icer, and other car care products of Union Carbide's consumer products company, plus other test products from present clients which are not yet being marketed. It lost no accounts. Esty, which has the distinction of handling all R. J. Reynolds' brands, probably has the lowest ratio of employes to billing of any of the giant agencies. It has 451 employes. Billings breakdown: Print (including outdoor) 30%, radio 20%, television 50%.

Foote, Cone & Belding, headquarters Chicago, billed an estimated $120,000,000 in 1960, of which an estimated $20,400,000 was billed in Canada and abroad. In 1959, FC&B billed an estimated $104,000,000, with $15,000,000 billed outside the U. S.

The agency added Sunbeam Shavemaster Shavers, and the Dorset marine division of Textron Inc. In Canada it acquired Ovaltine's Minvitine diet plan food and Scarfe Paint Co.; in Germany it got Guldenring cigarets, and in Europe it got the international advertising of Trans World Airlines. The Sunkist Growers account was divided, with lemons being assigned to Leo Burnett Co., and oranges and new concentrated juices to FC&B, and Burnett picked up Sunkist fresh fruit advertising in Canada. FC&B resigned Marchant division of Smith-Corona Marchant, and lost Armour Industrial Chemical Co. and Armour Alliance Industries.

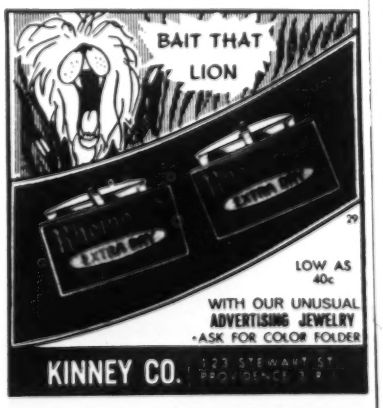
Paul J. Caravatt Jr. joined as vp and account supervisor from Ogilvy, Benson & Mather; Michael J. O'Connor, former director of merchandising for Tatham-Laird, joined as vp and director of merchandising, and John S. Williams, who left Cunningham & Walsh for the bucolic joys of Greenville, S. C., left the Henderson Advertising Agency to join FC&B in New York as vp and copy director. C. Burt Oliver was shifted from managing director in Canada to national manager of broadcast in New York, and Richard B. Bradshaw, Chicago account executive, replaced Mr. Oliver in Canada. Arthur A. Bailey left the agency, where he had been director of western offices, to be vp of marketing services for Preston, Chapin, Lamb & Keen, and Cal J. McCarthy Jr. left to be president of Wesley Associates. Edmund L. Cashman, Hollywood manager, died.

Billings breakdown: Newspapers 16.5%, magazines 26.4%, radio 5.7%, television 47.2%, outdoor 4.2%. FC&B has 1,137 employes in 11 offices, and forecasts a 5% or 10% gain in 1961 volume.

Fuller & Smith & Ross billed $49,300,000 in 1960, up from $45,400,000 in the preceding year.

It had a number of changes in the account list, adding Remington Rand Univac, Raytheon's corporate, recruiting, industrial components and marine dealers products, American Optical's safety products division, National Assn. of Home Builders, South Pacific Airlines, McCulloch Corp., Occidental Life Insurance Co., General Electric's Southern California sales and distribution department, Kal Kan Foods, Pacific Ocean Park, System Development Corp., Pacific Tile & Porcelain, Cushman & Denison, Polaner & Son, Houston Chemical, Allegheny Cemetery, Daubert Chemical, Zonolite Corp., Shelby Spring Hinge, Patio Foods, Diamond Bar division of Capital Co., and Waller Corp.

It got and lost the Plymouth dealers of Southern California. It lost Edison Electric Institute and Sherwin-Williams Co., resigned Commonwealth Sanitation Co., Steel Service Center, Hewitt-Robins and Ruberoid. The last of Westinghouse left, ending a 43-year relationship, and F&S&R lost its portion of Volkswagen of America.



Have You Considered for Your Advertising?

Read how the force that has helped others sell to more millions overseas can work, economically and effectively, for you.

Name a dozen companies that are making friends and building customers around the world and, chances are, your list will include many of thôse shown on the page opposite. What one step has each taken to better its sales overseas?

They have adopted the one-world concept for their advertising. They use Reader's Digest, **globally.** This means that each appears in 24 or more Digest editions. They choose from 13 different languages, vary their message with the customs of 110 markets, and reach up to 9,000,000 better educated, higher-income families whose enthusiasm for any product can insure its sales success.

Global advertisers in Reader's Digest get other important and unique advantages. They reach more than 10 times as many families overseas as they could reach in **any other** international magazine. They reach the best prospects in most countries more economically than they could through **any combination** of foreign magazines. And they earn an extra 10% **global discount.**

This means that a company running a page in the U. S. Edition can "go global" for only 40% more than it is now spending.

Results speak in sales

Many successful international advertisers have had remarkable sales results from "going global" in the Digest.

"Advertising flexibility, local-language coverage . . . and a chance to list our dealers," says President Dause L. Bibby of Remington Rand, "we can get all this, at low cost, by using 26 international editions of Reader's Digest."

"We have consistently increased our Digest advertising for Evinrude and Johnson both here and abroad," says Board Chairman Stephen F. Briggs of Outboard Marine. "Results have been so satisfactory that we're now using the Digest **globally.**"

"Reader's Digest inspires confidence in **any** language," says Vice-President James F. Lewis of Champion Spark Plug. "And because each edition is locally edited and published, dealers everywhere accept it as the **local** medium. . . . Our overseas distributors concur in our selection of Reader's Digest."

Benefits for every advertiser

Whether you market in one country, 10 or 110, you will reach more of your best prospects in the Digest than elsewhere. Because of its long life and repeat readership, your advertising in the Digest has more chances-to-sell, twice as many in the U. S. as any other leading magazine.

All you need prepare is one message. The Digest will translate it, expertly, in any language you wish. In many editions, you can use bleed or a second color, free. And you can have four-color, with guaranteed quality reproduction, at the lowest premium in publishing. Your nearest Digest representative will gladly show how the Digest can work for you, as it has successfully for many others.

People have faith in

Reader's Digest

Largest magazine circulation in the world—Over 21,000,000 copies bought monthly

plus the distributor account for northern California, and it lost Fenestra Inc. It lost and regained Muson G. Shaw's Irish Mist liqueur, and resigned Sterling Silversmiths Guild of America, a portion of Waring Products Co. and the National Electrical Contractors Assn.—after the agency had advised more stress on sales training.

During the year the agency elected Charles M. Skade treasurer, as well as being senior vp in charge of administration; David M. Echols, vp and Chicago manager, was elected a director; George Welch was elected vp and manager of the Pittsburgh office. The agency established F&S&R International, with correspondent arrangements with 71 agencies in 58 countries. It opened a New England office in Boston, with Charles A. Farrington in charge. Henry Slesar, creative director, left for Donahue & Coe; Don McKenzie left to form a management consultant company; and Wilson M. Tuttle, vp in charge of television, died.

Billings breakdown: Newspapers and supplements 7%, magazines and business publications 65%, radio 4%, television 23%, outdoor 1%. The agency has 502 employes in seven offices, and forecasts a 10% gain in volume in 1961.

Gardner Advertising Co., headquarters St. Louis, billed $42,500,000 in 1960; in 1959 it billed $37,500,000. It added Alitalia Airlines, American Zinc, Lead & Smelting, General Electric's receiving tube division, International Shoe's Vitality line. It lost the Univac and systems division of Remington Rand, Music Corp. of America, and Charles Gulden Inc.

During the year Champ C. Humphrey and William L. Spencer were named exec vps of the agency. Billings breakdown: Newspapers 13%, magazines 14.6%, radio 8.2%, television 38.7%, outdoor 4.2%, business papers 6.7%, farm publications 5.5% and production 9.1%. Gardner has 397 employes in three offices, and estimates 1961 volume up 5%.

Geyer, Morey, Madden & Ballard billed $32,116,971 in 1960, of which $2,980,487 represented capitalized fees. In 1959 it billed $30,000,000.

It had a good new business year, the top account being B. T. Babbitt, whose $2,000,000 in billing was added along with Ralph C. Robertson, Babbitt's ad director, who came to the agency as senior vp and Babbitt account supervisor; in July Babbitt took over Oakite marketing, and another $200,000 in billing came to the agency. Also added were Irish Air Lines, Muzak Corp., B. F. Gladding & Co., Lehn & Fink's Lysol and Etiquet, and Lewyt Corp. No account losses were reported. The agency's biggest account, American Motors, had a big year.

During the year the company merged with Caples Co., Chicago,

(Continued on Page 66)

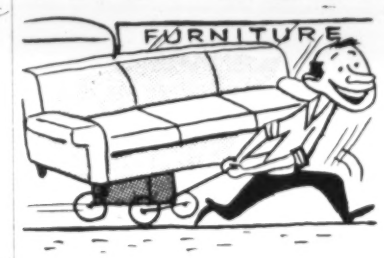
the One-World Concept

DE BEERS CONSOLIDATED MINES, LTD. • REMINGTON RAND INTERNATIONAL
BOEING AIRPLANE COMPANY • THE TIMKEN ROLLER BEARING COMPANY
OUTBOARD MARINE INTERNATIONAL, S.A. • CHAMPION SPARK PLUG COMPANY
ALUMINIUM LIMITED • POLAROID CORPORATION • FORD MOTOR COMPANY
EASTMAN KODAK CO... POWDER COMPANY
DE BEERS CONSOLIDA... ND INTERNATIONAL
BOEING AIRPLA... NG COMPANY
OUTBOARD MA... UG COMPANY
ALUMINIU... COMPANY
EAST... NY
DE BEE... ONAL
BO... Y
OUT... IY
A...

OU... NY
ALU... NY
E...
DE BEER... IONAL
BOEING ... MPANY
OUTBOARD M... G COMPANY
ALUMINIUM LIM... OR COMPANY
EASTMAN KOD... DER COMPANY
DE BEERS CONSOLIDATED ... N RAND INTERNATIONAL
BOEING AIRPLANE COMPANY ... ROLLER BEARING COMPANY
OUTBOARD MARINE INTERNATIONAL, S.A. • CHAMPION SPARK PLUG COMPANY
ALUMINIUM LIMITED • POLAROID CORPORATION • FORD MOTOR COMPANY
EASTMAN KODAK COMPANY • HERCULES POWDER COMPANY

What they see on WJAC-TV

THEY BUY!



The way to sell your product is to make sure plenty of people see it! And more people see the products advertised on WJAC-TV than on any other station in the Johnstown-Altoona market. Take it from ARB and Nielsen . . . WJAC-TV delivers the audiences!

But more important than size of audience, WJAC-TV also brings you a buying audience. Sales figures prove that WJAC-TV turns watchers into buyers.

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

47 Leading Standard Metropolitan Areas,

Market Data on Nation's Top Ad

Standard Metropolitan Area	1958	1954	% of Increase (or Decrease)
1. NEW YORK-NORTHEASTERN N. J.			
No. of Agencies	939	769	22
Agency Billings	$ 1,949,500,000	$ 1,469,814,000	33
Agency Employes	24,286	19,696	23
1-Man Agencies	490		
Billings	$5,593,000		
Retail Sales	$13,172,969,000	$11,724,447,000	12
Value Added by Manufacture	$15,293,350,000	$13,115,922,000	17
2. CHICAGO-NORTHWESTERN INDIANA			
No. of Agencies	354	320	11
Agency Billings	$ 638,993,000	$ 494,280,000	29
Agency Employes	8,350	5,861	42
1-Man Agencies	266		
Billings	$3,220,000		
Retail Sales	$ 8,416,413,000	$ 7,142,299,000	18
Value Added by Manufacture	$ 9,470,321,000	$ 7,959,831,000	19
3. DETROIT			
No. of Agencies	121	94	29
Agency Billings	$ 334,929,000	$ 202,432,000	65
Agency Employes	2,574	1,913	35
1-Man Agencies	130		
Billings	$1,216,000		
Retail Sales	$ 4,352,350,000	$ 4,216,003,000	3
Value Added by Manufacture	$ 4,277,877,000	$ 4,713,167,000	(9)
4. LOS ANGELES-LONG BEACH			
No. of Agencies	315	227	39
Agency Billings	$ 220,124,000	$ 101,323,000	117
Agency Employes	3,051	1,718	78
1-Man Agencies	258		
Billings	$2,916,000		
Retail Sales	$ 8,881,628,000	$ 7,101,059,000	25
Value Added by Manufacture	$ 6,987,760,000	$ 5,041,546,000	39
5. PHILADELPHIA			
No. of Agencies	146	116	26
Agency Billings	$ 100,791,000	$ 84,718,000	19
Agency Employes	2,496	1,952	28
1-Man Agencies	100		
Billings	$1,190,000		
Retail Sales	$ 4,776,540,000	$ 4,314,898,000	11
Value Added by Manufacture	$ 2,584,705,000	$ 2,215,118,000	17
6. SAN FRANCISCO-OAKLAND			
No. of Agencies	116	105	10
Agency Billings	$ 99,085,000	$ 89,888,000	10
Agency Employes	1,267	1,105	15
1-Man Agencies	116		
Billings	$1,646,000		
Retail Sales	$ 3,423,920,000	$ 3,020,347,000	13
Value Added by Manufacture	$ 2,033,424,000	$ 1,673,825,000	21
7. MINNEAPOLIS-ST. PAUL			
No. of Agencies	72	54	33
Agency Billings	$ 75,537,000	*	*
Agency Employes	1,032	*	*
1-Man Agencies	32		
Billings	$ 528,000		
Retail Sales	$ 1,827,202,000	$ 1,562,028,000	17
Value Added by Manufacture	$ 1,369,078,000	$ 1,116,758,000	23
8. CLEVELAND			
No. of Agencies	87	76	14
Agency Billings	$ 72,865,000	$ 68,204,000	7
Agency Employes	1,043	1,067	(2)
1-Man Agencies	76		
Billings	$ 656,000		
Retail Sales	$ 2,222,864,000	$ 1,966,553,000	13
Value Added by Manufacture	$ 2,452,306,000	$ 2,401,375,000	2
9. ST. LOUIS			
No. of Agencies	78	70	11
Agency Billings	$ 66,307,000	$ 70,135,000	(5)
Agency Employes	984	890	11
1-Man Agencies	62		
Billings	$ 648,000		
Retail Sales	$ 2,436,750,000	$ 2,097,534,000	16
Value Added by Manufacture	$ 2,328,033,000	$ 2,088,315,000	11
10. BOSTON			
No. of Agencies	116	84	38
Agency Billings	$ 64,759,000	$ 47,298,000	37
Agency Employes	1,005	813	24
1-Man Agencies	64		
Billings	$ 738,000		
Retail Sales	$ 382,939,000	**	**
Value Added by Manufacture	$ 2,377,783,000	**	**
11. PITTSBURGH			
No. of Agencies	54	46	17
Agency Billings	$ 64,035,000	$ 40,930,000	56
Agency Employes	923	702	31
1-Man Agencies	40		
Billings	$ 380,000		
Retail Sales	$ 2,549,314,000	$ 2,271,418,000	12
Value Added by Manufacture	$ 2,625,384,000	$ 2,480,530,000	6
12. CINCINNATI			
No. of Agencies	46	38	21
Agency Billings	$ 43,401,000	$ 21,051,000	106
Agency Employes	435	369	18
1-Man Agencies	32		
Billings	$ 294,000		
Retail Sales	$ 1,226,781,000	$ 1,151,383,000	7
Value Added by Manufacture	$ 1,493,454,000	$ 1,318,668,000	13
13. MILWAUKEE			
No. of Agencies	54	44	23
Agency Billings	$ 41,814,000	$ 28,040,000	49
Agency Employes	649	432	50
1-Man Agencies	30		
Billings	$ 290,000		
Retail Sales	$ 1,393,303,000	$ 1,267,319,000	10
Value Added by Manufacture	$ 1,739,045,000	$ 1,493,953,000	16
14. DALLAS			
No. of Agencies	62	50	24
Agency Billings	$ 27,818,000	$ 18,623,000	49
Agency Employes	527	301	75
1-Man Agencies	60		
Billings	$ 522,000		
Retail Sales	$ 1,408,013,000	$ 1,202,585,000	17
Value Added by Manufacture	$ 841,432,000	$ 531,649,000	58
15. HOUSTON			
No. of Agencies	48	33	45
Agency Billings	$ 25,950,000	*	*
Agency Employes	469	*	*
1-Man Agencies	28		
Billings	$ 480,000		
Retail Sales	$ 1,568,665,000	$ 1,213,580,000	29
Value Added by Manufacture	$ 1,144,938,000	$ 868,747,000	32
16. KANSAS CITY			
No. of Agencies	46	35	31
Agency Billings	$ 23,432,000	$ 15,985,000	46
Agency Employes	439	289	52
1-Man Agencies	36		
Billings	$ 234,000		
Retail Sales	$ 1,425,255,000	$ 1,274,497,000	12
Value Added by Manufacture	$ 1,036,626,000	$ 1,039,592,000	—
17. BALTIMORE			
No. of Agencies	55	43	28
Agency Billings	$ 21,725,000	*	*
Agency Employes	417	*	*
1-Man Agencies	44		
Billings	$ 452,000		
Retail Sales	$ 1,901,256,000	$ 1,621,331,000	17
Value Added by Manufacture	$ 1,932,691,000	$ 1,575,794,000	23
18. SEATTLE			
No. of Agencies	39	29	34
Agency Billings	$ 21,229,000	$ 12,719,000	67
Agency Employes	351	198	77
1-Man Agencies	40		
Billings	$ 360,000		
Retail Sales	$ 1,435,092,000	$ 1,131,387,000	27
Value Added by Manufacture	$ 1,049,737,000	$ 599,812,000	75
19. BUFFALO			
No. of Agencies	43	29	48
Agency Billings	$ 20,315,000	$ 19,848,000	2
Agency Employes	330	308	7
1-Man Agencies	44		
Billings	$ 376,000		
Retail Sales	$ 1,476,060,000	$ 1,362,921,000	8
Value Added by Manufacture	$ 1,784,789,000	$ 1,677,778,000	6
20. ATLANTA			
No. of Agencies	36	33	9
Agency Billings	$ 20,218,000	$ 17,880,000	13
Agency Employes	306	259	18
1-Man Agencies	22		
Billings	$ 342,000		
Retail Sales	$ 1,211,163,000	$ 997,999,000	21
Value Added by Manufacture	$ 706,974,000	$ 561,051,000	26
21. PORTLAND			
No. of Agencies	40	34	18
Agency Billings	$ 19,141,000	*	*
Agency Employes	281	*	*
1-Man Agencies	30		
Billings	$ 330,000		
Retail Sales	$ 1,038,912,000	$ 904,768,000	15
Value Added by Manufacture	$ 608,244,000	$ 475,021,000	28
22. MIAMI			
No. of Agencies	50	19	163
Agency Billings	$ 16,461,000	$ 8,177,000	101
Agency Employes	333	165	102
1-Man Agencies	36		
Billings	$ 334,000		
Retail Sales	$ 1,366,576,000	$ 989,054,000	38
Value Added by Manufacture	$ 251,931,000	$ 141,213,000	78
23. WASHINGTON, D. C.			
No. of Agencies	41	30	37
Agency Billings	$ 16,269,000	*	*
Agency Employes	293	*	*
1-Man Agencies	16		
Billings	$ 70,000		
Retail Sales	$ 2,394,429,000	$ 2,023,841,000	18
Value Added by Manufacture	$ 302,892,000	$ 223,472,000	36
24. DENVER			
No. of Agencies	43	33	30
Agency Billings	$ 13,481,000	$ 7,447,000	81
Agency Employes	257	156	65
1-Man Agencies	32		
Billings	$ 344,000		
Retail Sales	$ 1,147,211,000	$ 944,601,000	21
Value Added by Manufacture	$ 550,390,000	$ 320,461,000	72

47 Largest U.S. Ad Centers Top $4.2 Billion in Billings

New York Shows Biggest Dollar Gain, 1954-58; Los Angeles Up 117%

CHICAGO, Feb. 23—The 47 largest metropolitan areas of the nation account for more than $4.2 billion in agency billings annually, an ADVERTISING AGE study shows.

The study covered every standard metropolitan area in which agency billings exceeded $5,000,000 in the 1958 business census—a group totaling 47 areas. The study showed that agencies in the New York-Northeastern New Jersey metropolitan area accounted for nearly half of the $4.2 billion total and that more than three-fourths of this total was placed in the top five metropolitan areas, including Chicago-Northwestern Indiana, Detroit, Los Angeles-Long Beach and Philadelphia.

The New York area's billings of $1.95 billion represented 46.7% of the total for the 47 areas. Billings and per cent of total for other leading metropolitan areas were Chicago $638,993,000 (15.3%); Detroit, $334,929,000 (8%); Los Angeles, $220,124,000 (5.3%); and Philadelphia, $100,791,000 (2.4%).

At the bottom of the list of 47 areas was San Antonio, Tex., with billings of $5,123,000.

Placing the $4.2 billion in these areas were 5,755 agencies, including 2,336 small agencies with no payroll. The 3,419 larger agencies that had payrolls listed 55,090 employes.

Billings exceeded $10,000,000 in 28 metropolitan areas and ranged from $5,000,000 to $10,000,000 in 19 areas.

■ A comparison of agency data in 1958 and 1954 showed that New York led all other metropolitan areas with an increase of nearly a half billion dollars in billings in that period—a 33% gain. Several areas showed spectacular percentage gains, although the dollar gain was small, compared with Madison Avenue's. Among three areas that doubled billings was Los Angeles, which hiked billings 117% to $220,124,000 in four years. In the area, 315 agencies with payrolls had 3,051 employes in 1958, up from 227 agencies with 1,718 employes in 1954.

Cincinnati boosted billings 106%

Ranked by Agency Billings, 1954-1958

Centers. Source: U. S. Census Bureau

Standard Metropolitan Area	1958	1954	% of Increase (or Decrease)
25. NEW ORLEANS			
No. of Agencies	23	15	53
Agency Billings	$ 13,032,000	$ 12,919,000	10
Agency Employes	214	162	32
1-Man Agencies	8		
Billings	$ 30,000		
Retail Sales	$ 914,449,000	$ 762,523,000	20
Value Added by Manufacture	$ 471,781,000	$ 374,873,000	26
26. ROCHESTER			
No. of Agencies	23	20	15
Agency Billings	$ 11,641,000	$ 12,274,000	(5)
Agency Employes	226	213	6
1-Man Agencies	2		
Billings	$ 26,000		
Retail Sales	$ 690,002,000	$ 624,421,000	11
Value Added by Manufacture	$ 1,094,192,000	$ 919,779,000	19
7. MEMPHIS			
No. of Agencies	16	13	23
Agency Billings	$ 10,632,000	*	*
Agency Employes	151	169	(11)
1-Man Agencies	10		
Billings	$ 78,000		
Retail Sales	$ 689,079,000	$ 610,734,000	13
Value Added by Manufacture	$ 386,431,000	$ 336,167,000	15
28. OMAHA			
No. of Agencies	15	14	7
Agency Billings	$ 10,495,000	*	*
Agency Employes	176	*	*
1-Man Agencies	12		
Billings	$ 158,000		
Retail Sales	$ 547,425,000	$ 484,750,000	13
Value Added by Manufacture	$ 293,006,000	$ 213,792,000	37
29. COLUMBUS			
No. of Agencies	22	15	47
Agency Billings	$ 9,996,000	$ 6,865,000	46
Agency Employes	208	206	1
1-Man Agencies	12		
Billings	$ 168,000		
Retail Sales	$ 834,951,000	$ 719,863,000	16
Value Added by Manufacture	$ 613,870,000	$ 581,383,000	6
30. PROVIDENCE			
No. of Agencies	22	24	(8)
Agency Billings	$ 9,628,000	*	*
Agency Employes	*	*	*
1-Man Agencies	36		
Billings	*		
Retail Sales	$ 854,810,000	$ 795,162,000	8
Value Added by Manufacture	$ 854,681,000	*	*
31. HARTFORD			
No. of Agencies	32	21	52
Agency Billings	$ 9,627,000	$ 6,586,000	46
Agency Employes	195	184	6
1-Man Agencies	18		
Billings	$ 216,000		
Retail Sales	$ 699,381,000	$ 540,657,000	29
Value Added by Manufacture	$ 736,639,000	**	**
32. DAYTON			
No. of Agencies	20	15	33
Agency Billings	$ 8,838,000	$ 5,508,000	60
Agency Employes	178	110	62
1-Man Agencies	28		
Billings	$ 248,000		
Retail Sales	$ 748,951,000	$ 678,461,000	10
Value added by Manufacture	$ 926,187,000	$ 818,081,000	13
33. SALT LAKE CITY			
No. of Agencies	18	13	38
Agency Billings	$ 7,486,000	*	*
Agency Employes	166	*	*
1-Man Agencies	4		
Billings	$ 48,000		
Retail Sales	$ 453,045,000	$ 367,373,000	23
Value Added by Manufacture	$ 192,469,000	$ 161,496,000	19
34. ROCKFORD			
No. of Agencies	7	†	†
Agency Billings	$ 7,247,000	†	†
Agency Employes	79	†	†
1-Man Agencies	6		
Billings	$ 122,000		
Retail Sales	$ 231,533,000	$ 204,141,000	13
Value added by Manufacture	$ 350,909,000	$ 312,770,000	12
35. LOUISVILLE			
No. of Agencies	22	20	10
Agency Billings	$ 7,016,000	$ 6,940,000	1
Agency Employes	*	*	*
1-Man Agencies	10		
Billings	†		
Retail Sales	$ 819,284,000	$ 721,255,000	14
Value added by Manufacture	$ 1,174,136,000	$ 845,031,000	40
36. SOUTH BEND			
No. of Agencies	12	†	†
Agency Billings	$ 6,868,000	†	†
Agency Employes	85	†	†
1-Man Agencies	2	†	†
Billings	†		
Retail Sales	$ 264,402,000	$ 251,767,000	5
Value Added by Manufacture	$ 309,026,000	$ 320,105,000	(3)
37. SAN DIEGO			
No. of Agencies	25	13	92
Agency Billings	$ 6,816,000	$ 4,074,000	67
Agency Employes	156	81	93
1-Man Agencies	18		
Billings	$ 130,000		
Retail Sales	$ 1,079,874,000	$ 801,413,000	35
Value Added by Manufacture	$ 579,875,000	$ 390,218,000	49
38. INDIANAPOLIS			
No. of Agencies	23	22	5
Agency Billings	$ 6,700,000	$ 6,890,000	(3)
Agency Employes	149	129	16
1-Man Agencies	18		
Billings	$ 136,000		
Retail Sales	$ 962,310,000	$ 826,931,000	16
Value Added by Manufacture	$ 962,310,000	$ 844,783,000	14
39. GRAND RAPIDS			
No. of Agencies	15	†	†
Agency Billings	$ 6,464,000	†	†
Agency Employes	110	†	†
1-Man Agencies	6		
Billings	$ 96,000		5
Retail Sales	$ 412,186,000	$ 393,926,000	5
Value Added by Manufacture	$ 411,231,000	$ 454,194,000	(9)
40. AKRON			
No. of Agencies	17	13	31
Agency Billings	$ 6,376,000	$ 3,034,000	20
Agency Employes	116	76	53
1-Man Agencies	14		
Billings	$ 144,000		
Retail Sales	$ 583,575,000	$ 525,639,000	11
Value Added by Manufacture	$ 731,086,000	$ 619,497,000	18
41. PATTERSON-CLIFTON-PASSAIC			
No. of Agencies	18	(Not a Standard	
Agency Billings	$ 6,089,000	Metropolitan area	
Agency Employes	135	in 1954)	
1-Man Agencies	26		
Billings	$ 282,000		
Retail Sales	$ 1,382,576,000	$ 1,172,880,000	18
Value Added by Manufacture	$ 1,517,781,000	$ 1,162,689,000	31
42. SYRACUSE			
No. of Agencies	14	13	8
Agency Billings	$ 5,555,000	*	*
Agency Employes	142	*	*
1-Man Agencies	6		
Billings	$ 64,000		
Retail Sales	$ 640,511,000	$ 571,562,000	12
Value Added by Manufacture	$ 671,373,000	$ 553,701,000	21
43. DES MOINES			
No. of Agencies	17	11	55
Agency Billings	$ 5,412,000	$ 3,675,000	47
Agency Employes	97	70	39
1-Man Agencies	8		
Billings	$84,000		
Retail Sales	$391,377,000	$309,954,000	26
Value Added by Manufacture	$238,827,000	$186,245,000	28
44. NASHVILLE			
No. of Agencies	12	11	9
Agency Billings	$5,387,000	†	†
Agency Employes	78	†	†
1-Man Agencies	14		
Billings	$120,000		
Retail Sales	$448,732,000	$379,774,000	18
Value Added by Manufacture	$266,505,000	$203,655,000	31
45. OKLAHOMA CITY			
No. of Agencies	19	14	36
Agency Billings	$ 5,188,000	$ 3,546,000	46
Agency Employes	97	69	41
1-Man Agencies	14		
Billings	$132,000		
Retail Sales	$573,026,000	$473,621,000	21
Value Added by Manufacture	$140,167,000	$108,167,000	30
46. RICHMOND			
No. of Agencies	10	8	25
Agency Billings	$ 5,152,000	$ 2,608,000	98
Agency Employes	118	69	
1-Man Agencies	4		
Billings	$24,000		
Retail Sales	$553,867,000	$421,851,000	31
Value Added by Manufacture	$448,741,000	$343,916,000	30
47. SAN ANTONIO			
No. of Agencies	16	8	10
Agency Billings	$ 5,123,000	$ 4,181,000	23
Agency Employes	116	71	63
1-Man Agencies	16		
Billings	$116,000		
Retail Sales	$653,338,000	$552,653,000	18
Value Added by Manufacture	$151,731,000	$111,139,000	37

* Information withheld to avoid disclosure.
**1954 data omitted because of non-comparable coverage.
† Not available.

Note: The term, "1-man agencies," used here for its brevity, refers to agencies that have no payroll (including husband-and-wife operations). This figure is in addition to the number of agencies listed on the first line of data for each area.

to $43,401,000. It had 46 agencies with 435 employes, compared with 38 agencies having 369 employes in 1954.

Another rapid growth area for the agency business was Miami, which increased billings 101% to $16,461,000 in the four-year period as the area showed a rise from 19 agencies with 165 employes in 1954 to 50 agencies with 333 employes in 1958.

■ Some interesting differences showed up in the number of employes used to handle a like amount of billings in various areas. Among the leading areas, Detroit had an unusually low number of agencies and low number of agency employes for the high total of billings placed in that automotive center. Los Angeles, on the other hand, had an exceptionally large number of small agencies, particularly "one-man agencies" or agencies without a payroll.

Detroit's $334,929,000 billings ranked third in 1958 ahead of fourth-place Los Angeles' $220,124,000. Although Detroit billings were thus a third larger than Los Angeles', Detroit had fewer agency employes than did Los Angeles and less than half as many agencies. Detroit had 121 agencies with payrolls and 130 small agencies without payrolls; for Los Angeles the comparable figures were 315 and 258. At the same time, agencies with payrolls had 2,574 employes in Detroit, compared with 3,051 in Los Angeles.

■ The mean average for all 47 metropolitan areas was about 13 employes per $1,000,000 of billings. As a rule of thumb, large agencies commonly average about 10 employes per $1,000,000 of billings, while smaller agencies go as high as 15 or 20 employes per $1,000,000.

Reflecting this, the average for the top five areas—where most of the major agencies are located—was 12 employes per $1,000,000, whereas the average in the bottom five on the list—Des Moines, Nashville, Oklahoma City, Richmond and San Antonio, where the agencies are all medium-size or small—was 19 employes per $1,000,000.

Top Ten in Billings Gain

1954-1958

Rank	Metropolitan Area	Dollar Gain	% Gain
1.	New York	$479,500,000	33
2.	Chicago	144,713,000	29
3.	Detroit	132,497,000	65
4.	Los Angeles	118,801,000	117
5.	Pittsburgh	23,105,000	56
6.	Cincinnati	22,350,000	106
7.	Boston	17,461,000	37
8.	Philadelphia	16,073,000	19
9.	Milwaukee	13,774,000	49
10.	San Francisco	9,197,000	10

of all the TV stations in the Pacific Northwest only KTNT-TV includes all 5 cities* in its "A" contour

*SEATTLE TACOMA EVERETT BREMERTON OLYMPIA

Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.
Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.

KTNT TV CHANNEL 11 CBS
CBS for Seattle, Tacoma and Puget Sound area
Studios in Seattle and Tacoma

Billings...

(Continued from Page 63)

giving the agency billings at the rate of $35,000,000, and offices in six cities. It was the fifth consolidation in Geyer's history.

Caples president Ralph N. Hartsing became exec vp of the Caples division, and remained in Chicago. Edward D. Madden resigned as vice-chairman of the agency. GMMB added three from Lennen & Newell: Walter M. Swertfager, as senior vp and management group member; A. C. DePierro, who rejoined as vp and assistant to the president, was named vp in charge of media in July; and Roeland Jay van Emmerick, associate director of media. No billings breakdown was reported, but last year the agency thought it would be about 35% television and radio, 40% newspapers and supplements, 20% magazines, 5% outdoor. It has 319 employes in six offices, and expects 1961 volume to rise.

SPEAK UP!—*This is one of the ads in the Freedoms Roll-Call campaign, running Feb. 15-29 as a public service in magazines and newspapers for the Freedoms Foundation, Valley Forge. Fuller & Smith & Ross is the volunteer agency.*

Grant Advertising, headquarters Chicago, reported total billings in 1960 of $53,000,000, of which $31,000,000 was in domestic billings and $22,000,000 in foreign billings. In 1959, Grant reported total billings of $92,700,000, including $33,100,000 in domestic billings and $59,600,000 in overseas billings.

The agency attributed the decrease of $39,700,000 in total billings to a decision "to no longer include the capitalized income of numerous foreign collateral companies." The agency added that "while the services of these foreign collateral companies have been entirely in the field of advertising and marketing, Grant Advertising has decided to omit all billing except that of its conventional advertising agency offices."

With the separation of the collateral companies, Grant employed a total of 850 persons, 350 in domestic offices and 500 in foreign operations. Grant closed its Havana office last fall. Billings breakdown: Newspapers 28%, magazines 17%, supplements 2%, radio 8%, television 35%, outdoor 3%, farm publications 3%, business publications 2% and others 2%.

■ Grant Advertising got a new president last year as Will C. Grant moved up to board chairman and was succeeded by Elliott Plowe, senior vp.

The agency merged with two other agencies during 1960, and said it added $10,000,000 worth of business in the process. It merged and unmerged with Robinson, Fenwick & Haynes, Los Angeles, adding $4,000,000 in billings, including Packard Bell Co. and the California Dried Fig Advisory Board. It later bought Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, adding 72 accounts reportedly worth $6,000,000. As a result of the mergers, E. J. Robinson was named exec vp in charge of Grant operations in southern California, and J. Nelson Clifford became exec vp of New England operations.

Major accounts added by Grant include Penick & Ford ($1,500,000); household appliances of Landers, Frary & Clark Corp.; proprietary products of Nicholas International Ltd. ($250,000); Microlube; Dialaphone; Fiat Motor Co.; Delka Research; Lovable Bras; Richelieu Pearls; Hannah Troy; Conmar Products; Cone Mills; Manischewitz wines ($1,200,000); Rand McNally & Co. institutional ($225,000); Capitol Records' Angel label ($100,000); and Permaglas and Harvestore division of A. O. Smith Corp. ($1,250,000).

■ Account losses during 1960 in-

CHARLESTON IS WEST VIRGINIA'S STATE AND INDUSTRIAL CAPITAL

Charleston's Newspapers and Their Competition

CHARLESTON'S newspapers published at West Virginia's State and Industrial Capital, are ideally situated by geography and coverage to sell the heart and core of West Virginia.

Geographically, with Charleston located in south central West Virginia, virtually every copy of The Gazette, Daily Mail and Sunday Gazette-Mail reaches a West Virginia consumer.

Politically, with Charleston the State Capitol, these newspapers are looked upon as the greatest opinion-forming trio within the State. Readership is virtually a must for anyone wishing to help shape the state's affairs.

Industrially, with Charleston's Kanawha Valley one long succession of plants—chemicals, glass, power, coal, gas and salt—there is a large, steady and constantly growing payroll.

Distribution-wise, Charleston sells and serves most of the everyday needs of the south central half of the state's population.

The city also is the banking and executive headquarters for an enormous share of West Virginia's business.

The Charleston Newspapers offer near-saturation coverage in wealthy, populous Charleston and Kanawha County. They have deep penetration in 21 other counties embracing upwards of 100 smaller cities and towns. Virtually one half the State's population lives in these counties.

These areas get their papers seven days a week and the printed word awaits the reader's convenience to get the message.

CONTRAST this with the kind of coverage offered by Broadcast media. Charleston is a terrific battle ground with the logs of 9 TV stations listed as seen in some areas of our coverage. The 22 county area has 18 radio stations. All vie strenuously for audiences. To these add radio competition from any number of powerful stations beaming from large peripheral cities. Only the topmost show or program gets a fractional viewing or hearing.

Among the national magazines the top one reaches only 12% Family Coverage in Kanawha County. Even this inadequate depth grows more shallow as circulation moves toward the outlying areas.

Mountainous terrain in some of the areas also sharply limits TV and Radio range and lessens the quality of reception.

So why gamble on electronic media with all its confusion in sight and sound?

Why depend on thin national magazine circulation when the area is covered to remarkable depth by newspapers that have earned the respect and confidence of half the entire population of West Virginia.

Why not take Charleston's newspapers for what they are—the Best Basic Buy in West Virginia. Make them the backbone of your sales effort in this large and responsive market.

MARKET FOLDER—Write for a copy of **Charleston, West Virginia's State and Industrial Capital,** *a 12-page brochure which contains a wide variety of data.*

THE CHARLESTON NEWSPAPERS
are the **Best Basic Advertising Buy** in the
STATE OF WEST VIRGINIA

The Charleston Gazette
Sunday GAZETTE MAIL
Charleston Daily Mail

Publishers: Newspaper Agency Corp., Charleston 30, W. Va.
Represented Nationally by JOHNSON, KENT, GAVIN & SINDING, INC
LARGEST CIRCULATION--LOWEST MILLINE RATE IN WEST VIRGINIA

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The New Yorker creates

"'This isn't a magazine. It's a movement.' A movement for what? For wit, sincerity, good grammar, careful punctuation, absence of false sentiment and muddled thinking. All of them worthy and important causes . . ."
The Evening Chronicle, Manchester, England.

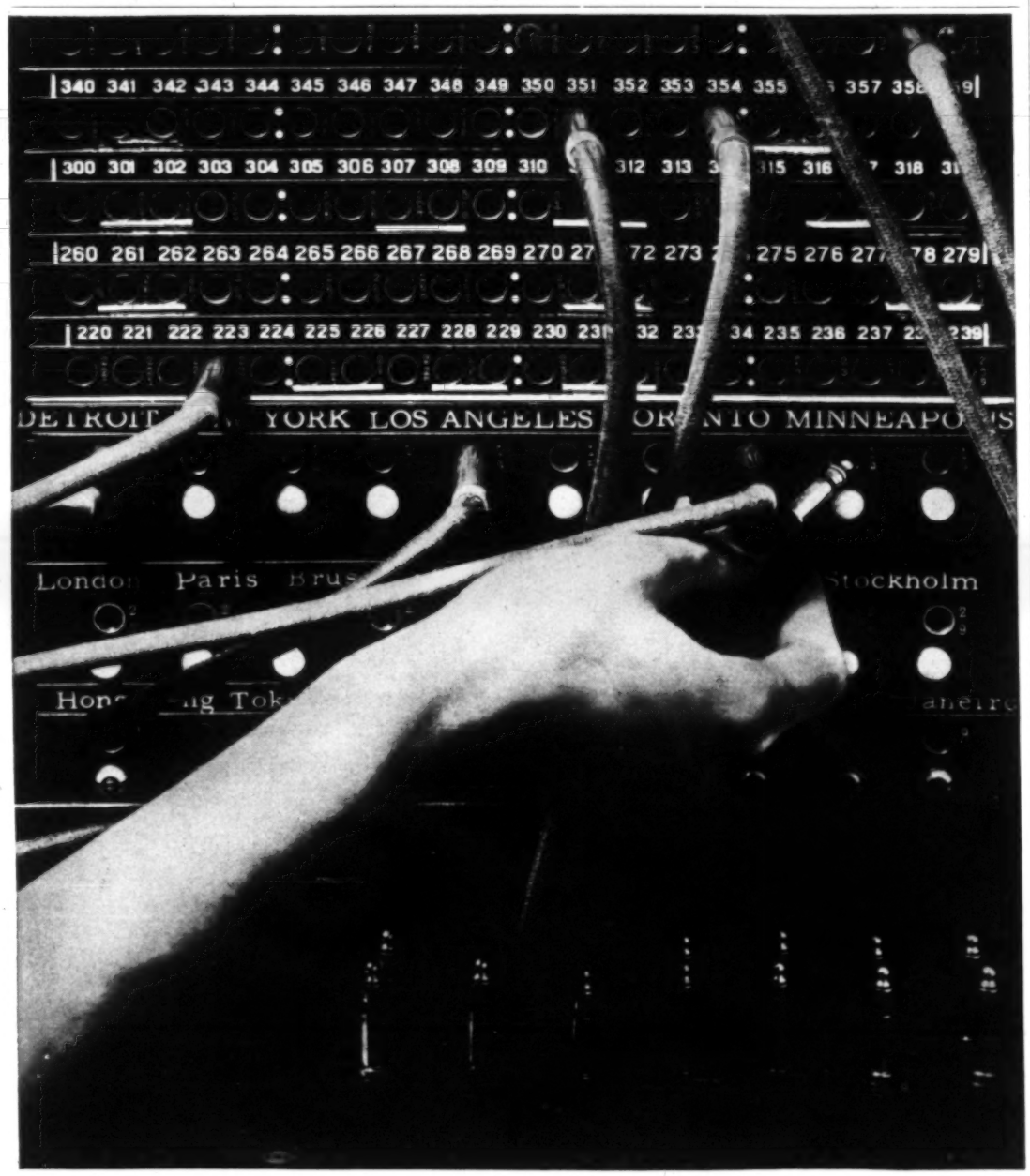
SCORE **TWICE** WITH ONE PITCH!

Your advertisement in the Sioux City Journal does a DOUBLE selling job!

Here's the ONE media that gets enthusiastic response from both seller and buyer . . . does the job right down the line . . . from distributor—to retailer—to consumer . . . in Sioux City AND the rich 48-county Siouxland area.

For a total selling job — in Siouxland — use
SIOUXLAND'S BIG FAMILY NEWSPAPER

The Sioux City Journal.
National Representatives — JANN & KELLEY INC.



**"Good morning...
MacManus, John & Adams...
Twin Cities"**

Last month we opened in Minneapolis. Our fifth office. A month before that we added our 96th client. Thirty-three of the 96 came with us last year.

We've been on the march by giving clients the kind of organization and skills serious advertisers need. We have a combination of marketing, media, research, copy and art that really works. And our management, young and full of fight, doesn't relinquish personal services to mass production methods and organization charts.

cluded Dodge car and trucks ($14,000,000 to $17,000,000); Trifari Jewelry; Old Milwaukee beer ($1,500,000); Swanson Cookie Co. ($120,000); Electric Autolite Co. ($2,000,000); and Breast O'Chicken Tuna ($1,000,000).

Walter Lurie joined Grant as senior vp, bringing in five accounts from Fletcher Richards, Calkins & Holden, worth an estimated $1,000,000.

Eric Garrott left as managing director of Grant's London operation, taking with him some $1,400,000 worth of accounts to set up his own shop.

In Canada, Grant lost Dodge and DeSoto, but added Chrysler, Plymouth, Valiant and Fargo trucks.

■ John Chapin resigned as vp in charge of the Detroit office, and Grant later closed its Detroit office. Mr. Chapin had taken over from Lawrence McIntosh, who resigned earlier in the year.

In other top personnel moves, Paul L. Smith joined as exec vp in charge of all creative services in New York; Lawrence Stapleton and John Pinto, both one-time New York office managers, resigned; John M. Cody resigned as vp and manager of the Hollywood office; David R. Fenwick was named vp and creative supervisor in New York; and Milton H. Raymond was named senior vp and plans board chairman in New York.

Grey Advertising Agency billed $51,750,000 in 1960, up from $45,500,000 in 1959. The figures for both years contain about $1,000,000 in Canadian billings.

It had a mixed new business year, adding Lorillard's Old Gold spin filters, and Spring; Gordon gin & vodka (through a merger of L. H. Hartman Co.), Revlon (Hi & Dri, Love Pat, Moon Drops, Sun Bath, Top Brass, Ultima makeup line), Warner-Lambert Products division (new test product), United Glass Ltd., Bates Fabrics, and Park & Tilford's Tintex division; in Canada it picked up Downy Fabric Softener, a P&G product testing there, RCA Victor, Kayser, RCA record division and Hygrade Food Products; on the West Coast it added American Ceramics, and Western Travellers.

It lost National Broadcasting Co.; Calvert Distillers; G. Krueger Brewing Co.; Chunky Chocolate; Youngstown Kitchen division of American-Standard Corp., Ronson's shaver and appliance division; Mennen Co.'s Afta shave lotion, Quinsana and Athlecin; and American Sheep Producers Council.

Robert E. Dwyer was named vp for West Coast operations; Victor M. Ratner joined Grey as vp in charge of planning; and Harold Miller was named vp and associate media director. Billings breakdown: Newspapers 6.6%, magazines 36%, television and radio 51.4%, "other" 6%. Grey has 513 employes in four offices, and believes it may bill more than $55,000,000 in 1961.

Interpublic Inc. (McCann-Erickson) billed $352,000,000 total in 1960, of which $102,000,000 was billed abroad. In 1959, McCann-Erickson billed $304,000,000, and $73,000,000 billed abroad. Both year's figures include capitalized fees.

Of the $352,000,000 reported by McCann for 1960, $250,000,000 was billed in the U.S.; of this total, AA estimates that McCann-Marschalk billed $34,000,000. The $250,000,000 for 1960 compares with $231,000,000 in 1959.

McCann had a big new business year. McCann-Erickson Advertising, U.S.A. added Encyclopedia Brittanica, Magazine Industry Campaign, Marshall Field & Co., Kaiser Hawaii Kai Development Co., National Broadcasting Co., Western Pine Assn., National Foundation, Westinghouse Electric's air conditioning division. McCann-Marschalk Co. added American Luggage Works, Capital Finance Corp., Fanta Beverage Co. division of Coca-Cola Co., Avco's New Idea Farm Equipment division, South Carolina Development Board, Vance, Sanders Co., the corporate account of Textron Inc., and experimental, exploratory work on consumer advertising for Upjohn Co.'s Unicap vitamins.

McCann-Erickson dropped Lehn & Fink's Lysol and Hinds products, Ampex instrumentation and computer products, Bulova radio and stereo phonographs, Columbia phonographs, CBS International and Swift canned meats. McCann-Marschalk lost the Asphalt Institute and gained and lost Otarion.

During the year McCann acquired F. G. Mullins Co. as its Seattle office, and Holst & Male in Honolulu. It joined with Hakuhodo in Tokyo to form McCann-Erickson-Hakuhodo, signaling the agency's entry into Japan. It continued to add well-known advertising people: Maj. Gen. H. C. Parks, as administrative head of McCann-Marschalk; Jack L. Van Volkenburg, ex-president of CBS; Matthew J. Culligan, ex-boss of NBC Radio; Martin Koehring, who had been creative director of Foote, Cone & Belding in Chicago; Joseph Stone, former creative head for Thompson on Ford; Robert P. Mountain from Young & Rubicam; Sydney Morrell, from IT&T for Communication Affiliates; Michael Sheets in Chicago; E. McCord Mulock Jr. in Detroit.

Thomas J. King became Detroit manager, as Thomas J. Henry moved to New York to be administrative vp. Kelso M. Taeger moved from Detroit to New York as manager of the media department. William McKeachie retired as president of McCann-Marschalk, and Stuart D. Watson became president and chairman of the division. Among the admen who departed: William H. Lynn Jr., Thomas McAvity for J. Walter Thompson Co., Jack Tyson for Simoniz; W. S. Mowat, who had supervised Coca-Cola in Canada (he was replaced by Carl Brown, formerly with Baker Advertising).

The agency set up John Tinker & Partners during the year, as an experiment in creative activity unhampered by administrative work. The agency was twice reorganized, the second time by the creation of Interpublic Inc. as a holding company, with McCann-Erickson Inc. as a separate unit, along with McCann-Marschalk Co. Billings breakdown: Newspapers 11.8%, outdoor 5.6%, point of sale 10.1%, magazines 24.8%, supplements 3.7%, radio 8%, television 35.1%, and farm publications 0.9%. At the end of the year, prior to its acquisition of Pritchard, Wood, McCann operated 65 offices with 4,300 employes.

Kenyon & Eckhardt billed $95,000,000 in 1960, the same billing reported in 1959. Of the 1960 billing, $2,100,000 was billed by Kenyon & Eckhardt de Mexico, up from $900,000 in the preceding year.

K&E added Lincoln-Mercury's

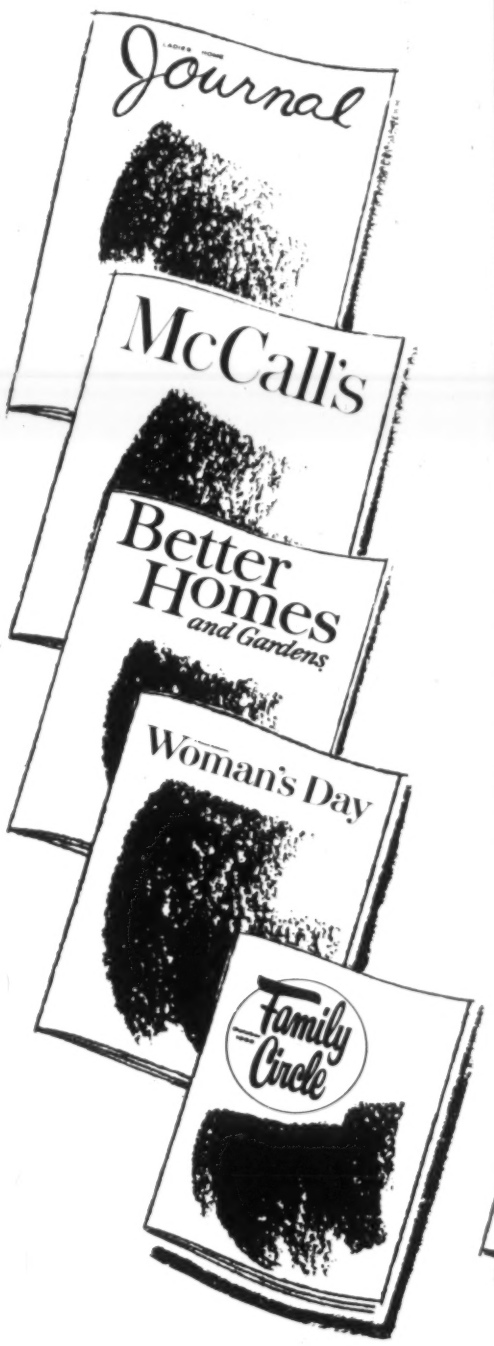
Hold On to It!

Every year the demand for ADVERTISING AGE's annual agency billings issue increases. Because of its value as a permanent reference, AA suggests that each reader file his copy where it can't be lifted. We will gladly fill all the requests we can for additional copies but eventually the supply runs out. So . . . please hold on to it!

Are You A Perceptive Adman?

●

AMONG THE MAGAZINES USED BY DEL MONTE ARE . . .



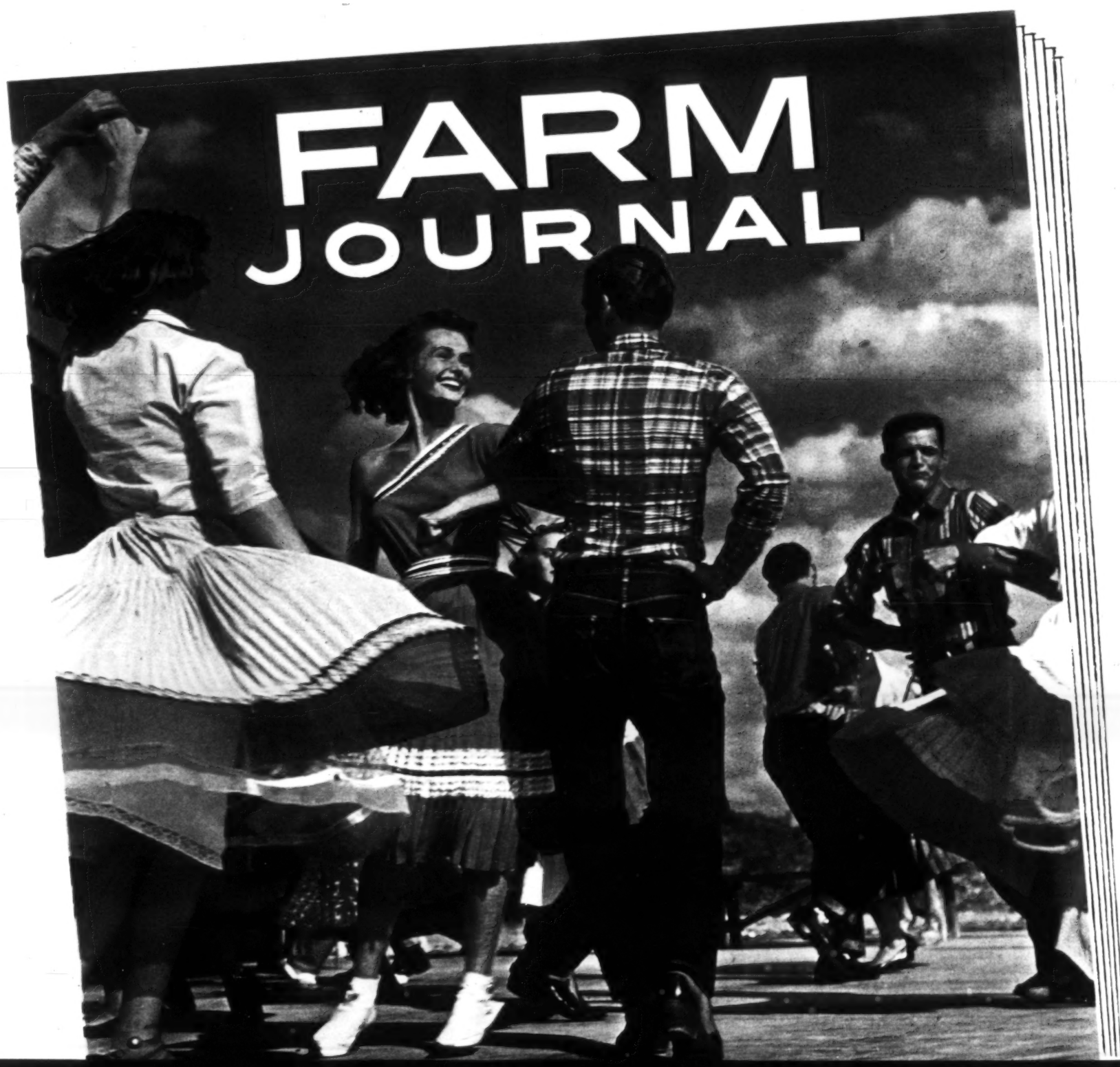
Taste this field-fresh flavor...

Sweet as sunlight, just tart enough to please – that's the field-fresh flavor of this fabulous DEL MONTE pineapple! It's quick-picked, quick-packed to bring all this flavor to you. Enjoy it soon! Sliced Crushed Chunks Tidbits and refreshing Juice

AND OF COURSE . . .

TURN PAGE AND SEE HOW PERCEPTIVE YOU ARE . . .

PERCEPTIVE **DEL MONTE** ADMEN CHOOSE . . .



because FARM JOURNAL adds many more of the most desirable families

Farm Journal's 3,000,000 circulation is concentrated among farm families—the biggest meal-planning families in the nation. Farm Journal families eat 37,000,000 more home-served meals per week than an equal number of urban families. That is why Farm Journal adds more of the most desirable families to a magazine list than would a magazine of even larger circulation.

PERCEPTIVE admen
pick RECEPTIVE audiences

FARM
JOURNAL

Comet; Mead Johnson's Metrecal; American Chicle's Clorets, Coughlets and new products; Beecham Products' Maclean's toothpaste; Pabst Brewing Co.'s Eastside Old Tap lager beer; Thomas J. Mahon's Phenyl-Drane; Reddi-Wip; and Boston's Suffolk Franklin Savings Bank. In Canada K&E added Canadian Pacific Railway's communications, Mead Johnson of Canada, Dr. Pepper Co., Nestle of Canada's Keen, Maggi Bouillon cubes, seasonings and dry soups, and Elgin Watch Co. Ltd.; in Mexico it added Kodak Mexicana (special campaign for the Kodak Retina), Playtex de Mexico's bras, corsets and baby pants, and Industrial Fenix (General Foods).

K&E lost Pepsi-Cola in the U.S. and Canada, or about $11,500,000 in billing; resigned Wilson & Co.'s meat, and Nabisco Foods in Canada; and lost Ronrico rums and Anaconda Wire & Cable Co.

During the year David C. Stewart was promoted from exec vp to president, as William B. Lewis became chairman of the board, and Edwin Cox chairman of the executive committee. Edgar B. Ferree moved from managing director of the Toronto office to general manager of the Canadian operation, with Montreal reporting to him. Robert Welsh succeeded Sidney Walton, retired, as K&E, San Francisco, manager. F. M. Mitchell Jr. came to the agency from Dancer-Fitzgerald-Sample as senior vp; Burt Avedon was shifted from Mexico City to Los Angeles as vp in charge of West Coast operations; Jerome Cowle, creative director in Chicago, moved to Toronto as vp; James A. Dearborn, account supervisor, was named assistant to the president.

In the middle of the year K&E switched from the departmental system to having its creative services department organized in five groups. Eric Marder, vp, formed a New York research company; Norman Steen, account executive, opened an agency in New York; and Les Sholty, former manager of the Los Angeles office, set up an agency in Hollywood.

Billings breakdown: Newspapers and supplements 24%, magazines-business publications-farm publications 20%, radio 7.6%, television 42.4%, outdoor and transit 2%, motion picture, direct mail, etc., 4%. K&E had 859 employes in 11 offices, and estimates a volume increase of around 6.1% in 1961.

Ketchum, MacLeod & Grove, headquarters Pittsburgh, billed $33,200,000 in 1960, compared with $29,900,000 in 1959. It represented KMG's 23rd consecutive year of rising billings.

The agency had a good new business year, adding Agfa Inc., Armour Alliance Industries, Commonwealth Sanitation Co., County Fair Bakery, Long-Airdox Co., National Union Insurance Companies, Otto Milk Co., the frozen foods division of Stouffer Corp. and Veeder-Root Inc. In 1961 it will pick up the apparatus, atomic and general products divisions of Westinghouse Electric Corp., and the corporate and eight operating divisions of H. K. Porter Co.

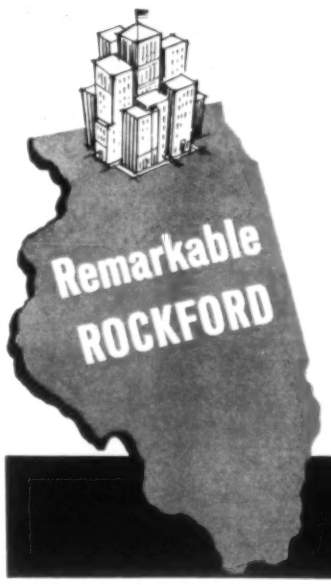
The agency was the agency of record for Westinghouse in sponsoring the Presidential conventions and election, and it took on the volunteer Brand Names Foundation assignment last year. It lost Ruud Mfg. Co. when it was bought by Rheem Mfg., and resigned from Old Dutch Coffee Co. and E. L. Wiegand Co., and lost Vimco Macaroni Products Co. and Rubbermaid Co.'s commercial division.

It opened an office in Houston in September to service Gulf Oil, which had transferred its marketing operations there, and Donald A. Colvin was named to head the new branch. Charles E. Van Voorhis and Maxfield S. Gibbons were promoted to vps, and William J. Gillilan was named director of advertising service, a new position. Clark L. Robinson joined KMG as creative director.

KMG had 379 employes at year's end, and forecast an increase of about 10% in 1961 volume.

Kudner Agency, New York, billed $25,715,000 in 1960, compared with $20,000,000 in 1959. The agency attributed this gain largely to the addition of $3,000,000 in Sylvania billings (an account it added in the second half of 1959) and to radio-tv billings—through September, 1960—on Renault. Kudner then lost this business, when all of Renault broadcast billings moved back to Needham, Louis & Brorby. In 1960 Kudner dropped Arnold Bakers. Billings breakdown: Newspapers 13.9%, magazines 49.6%, television 15.3%, radio 8.1%, outdoor 2.1% and production 11%. Kudner employs 230 persons in one office.

Lennen & Newell billed $87,-



OFFICIAL U.S. CENSUS POPULATION IS

128,075!

MAKING ROCKFORD THE 1ST CITY IN ILLINOIS (outside Chicago) AND ONE OF THE TOP 100 CITIES IN THE UNITED STATES.

(Metropoliton Statistical Area 209,765)

ROCKFORD MORNING STAR & Register-Republic

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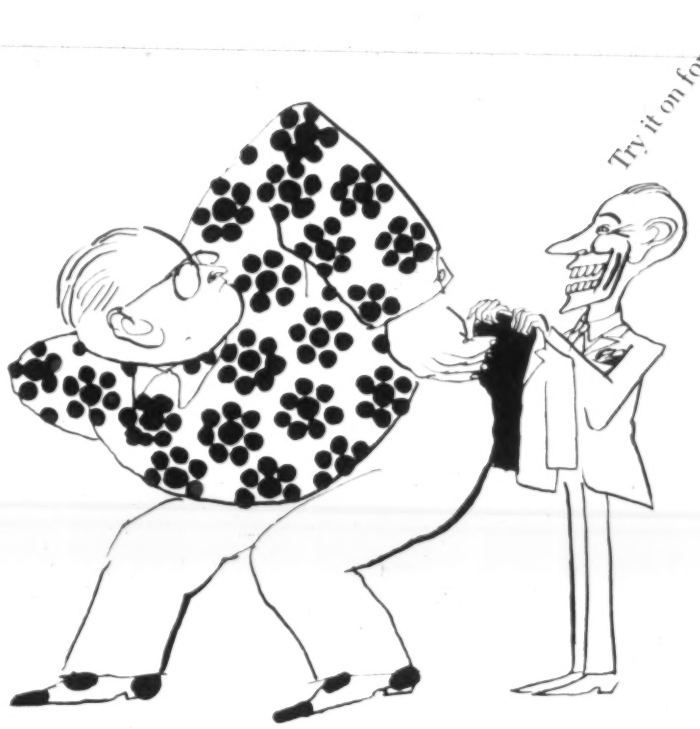


Los Angeles is size 98, extra large. When you want to cover it with radio, don't settle for something with the sleeves too short. Before fussing with style, consider the cut of the coat. KFWB is big, big, big radio. More of your customers listen to KFWB than to any other station in metropolitan Los Angeles. Hooper says so (18.7% audience share for Dec. '60, Jan. '61, total rated time period). And Pulse says so (16.5% audience share for Dec. '60, Mon. through Sun., 6 a.m. to midnight). It's pretty obvious. There just isn't any substitute for audience. **KFWB / 98**

James F. Simons, Station Manager
Represented by John Blair & Co.

CROWELL-COLLIER
BROADCASTING CORPORATION
First in Contemporary Communications
Robert M. Purcell, President

KFWB

A Sound Citizen of Los Angeles

000,000 in 1960, up slightly from $86,000,000 in 1959.

It added new products from clients—Mazola Margarine from the Best Foods division of Corn Products, Driacol and Congestaid from Colgate's pharmaceutical division (both now in test markets), and Colgate's Swerl detergent. It added Cities Service Co., and a number of smaller accounts on the West Coast, where L&N now bills more than $10,000,000. It lost Lorillard's Old Gold filters and Spring cigarets, B. F. Gladding & Co., Kellogg Switchboard & Supply, the Convair division of General Dynamics, Chicopee Mills and Spring Cotton Mills.

The agency opened a Honolulu office Lloyd K. Downton left the agency's San Francisco office to establish his own agency, taking the Koreneff Buffalo vodka account, and Bradford Collins, creative director in San Francisco, resigned to establish Creative Sound. John C. Strouse resigned as senior vp and account supervisor to join Benton & Bowles. Among the veteran L&N men who left the agency last year were Walter Swertfager, A. C. DePierro and C. L. (Bill) Smith, the first two to Geyer, Morey, Madden & Ballard, the last to BBDO. Hubert M. Tibbets, formerly vp and general manager of Salada-Shirriff-Horsey, joined the agency as senior vp and management supervisor on Best Foods.

Billings breakdown: Newspapers 14.5%, magazines 18.3%, television 56.2%, radio 1.3%, outdoor 2%, "other" 7.6%. In the course of last year's operations, L&N reduced the number of its employes from 673 to about 600.

Maclaren Advertising Co., Toronto, billed $30,320,000 in 1960, including $1,200,000 in capitalized fees. In 1959, the agency billed $29,320,000, including $1,600,000 in capitalized fees. The 1959 total has been revised from an original figure of $29,800,000.

Last year Maclaren added Canadian Food Products, Canadian Seed Growers, Revlon cosmetics (Thomas Products), Ogilvie, Perfex, and Fort Garry Breweries. It lost O'Cedar, Eaton Co. (mail order division), and Helena Rubinstein. It resigned Brantford Coach & Body Ltd., billing about $50,000. Last March, Lever named Maclaren to manage all its English-language tv programs, estimated to bill about $1,500,000. Revlon's Thomas Products Corp. bills about $500,000. Perco bills about $100,000. The lost Rubinstein account billed over $200,000. Andrew Kershaw, who was budget control director of Maclaren, resigned last August to head the Canadian operation of Ogilvy, Benson & Mather.

Billings breakdown: Newspapers 29.5%, magazines 21.5%, radio 5.5%, television 25.8%, outdoor 3.2%, transit advertising 1%, and point of sale 13.5%. Maclaren employs 370 persons in five offices. It expects '61 volume to be about the same as last year.

MacManus, John & Adams, headquarters Bloomfield Hills, Mich., billed $53,324,967 in 1960, of which $1,595,270 represented capitalized fees, and $1,436,431 was billed in Canada. In 1959, comparable figures were $41,549,323, $713,870 in fees, and $873,289 in Canada.

It had a notable new business year, adding Standard Oil-American Oil Co.'s institutional, Pontiac division's new Tempest, Detroiter Mobile Homes, Dow Chemical's Dowgard anti-freeze and its industrial service division, American Concertone-Astro Science Corp., Alsynite division of Reichhold Chemicals, Ray-O-Lite of America, Bel Air Engineering, and in Canada added Eastern Power Devices, Purolator Products (Canada), DeVilbiss (Canada) and Walker Marketing Ltd. It lost Altec Lansing Corp., the *Detroit Times* when it suspended publication, and Rock City Sales' Sportsman and Craven A cigarets in Canada.

It set up a new department under vp Kenneth H. MacQueen to handle production of literature, sales promotion and direct mail material; Donald F. Kiel was named director of research and Raymond D. Reiss was named director of media. Billings breakdown: Newspapers 31.1%, magazines 16.9%, radio 5.9%, television 10.5%, outdoor 3.1%, business publications 4.4%, farm publications 0.2%, "other" 17.7%. The agency has 503 employes in five offices, and estimates 1961 volume will be about the same as 1960.

Maxon Inc., headquarters Detroit, billed $31,000,000 in 1960, up from $27,000,000 in 1959. It added McKesson & Robbins drug advertising, and General Electric's vacuum cleaners and television. It lost some parts of the GE account—radio receivers, portable and console phonographs, and the receiving tube department of GE's electronic components division. Maxon reported no billings breakdown but it was believed little changed from the previous year when it was: Television 52%, newspapers 18%, magazines 11%, radio 6%, outdoor 3%, business publications 5% and art, production and miscellaneous 5%. Maxon has 280 employes in four offices, and makes no estimate of 1961 volume.

Needham, Louis & Brorby, headquarters Chicago, billed $46,261,922 in 1960, of which $821,948 represented capitalized fees, and $3,807,000 was billed outside the U.S.

In 1959, total billing was $39,159,818, capitalized fees were $858,482, and international billing was $2,658,635. The agency added Hertz Rent-All Corp., regained the broadcast billing of Renault Inc., Educational Funds, industrial products of Massey-Ferguson Ltd., and Rival Packing Co. It lost *Business Week*.

During the year Paul C. Harper Jr. was elected president, as Maurice H. Needham became chairman of the board, and Richard Needham and James Isham became exec vps. Richard N. Risteen was named to succeed Frederick A. Mitchell as vp and New York office manager, Robert A. Wulfhorst was named vp and director of media and research, and Guy B. Mercer was named a vp and plans board member. Billings breakdown: Newspapers 4.7%, magazines 22%, supplements 7.1%, radio 8.5%, television 44.4%, outdoor 4.4%, business publications 4.8%, farm publications 4.1%. The agency has 359 employes in four offices, and forecasts 1961 volume up 10%.

Norman, Craig & Kummel billed $35,900,000 in 1960, of which $4,350,000 represented capitalized fees, and $2,100,000 was billed outside the U.S. In 1959, comparable figures were $31,850,000, $4,100,000 and $1,050,000.

It added Dow Chemical's Rovana and Handi-Wrap, Chesebrough-Pond's Angel Skin and Colgate's Cashmere Bouquet, Poise and Dynamo. It lost Jacob Ruppert at year end, and earlier lost Roma wines.

It acquired half the stock of a new Canadian agency, Burley, Norman, Craig & Kummel, Toronto, the outgrowth of negotiations with Henri, Burley & McDonald. It won its second action against Pabst Brewing Co. in February, recovering $90,000 the agency had paid to the American Federation of Radio & TV Artists after some Pabst programs had been reclassified from the "wild spot" rate. In the preceding year NC&K collected in court some $99,000 of Pabst's final month's billings.

Eugenie C. Stamler, director of print media, was named a vp; Henry Halpern, research director, was named an assistant vp, and George R. Coleman was promoted from assistant media director to assistant vp and manager of media services. The agency celebrated its 20th anniversary in October, and has been negotiating with European agencies. Billings breakdown: Newspapers 9%, magazines 18%, supplements 7%, radio 11%, television 43%, outdoor 5%, business publications 3%, farm publications 2%, transit 2%. The agency has 302 employes in four offices, and forecast that 1961 volume will rise 10%.

Ogilvy, Benson & Mather billed $34,026,578 in 1960, of which $6,395,710 represented capitalized fees. In 1959, the total was $25,062,424, and fees were $3,062,424.

Ogilvy's acquisition of Shell was the largest account change of the year, and because it entailed compensation through a fee system, it drew the attention of all advertisers and agencies. The agency also added Vim from Lever Bros., a low sudsing detergent in tablet form, a Bristol-Myers stomach remedy test product called Count Four!, and Wellington-Walker Ltd. in Toronto, for Wellington and Hathaway shirts. Early in '61 it got Sears, Roebuck & Co. It lost Vick Chemical Co.'s cold tablets, some Helena Rubinstein treatment items and deodorants, and it resigned Standard Oil of New Jersey's corporate institutional campaign to take Shell.

To handle Shell, Ogilvy hired 87 people, and opened two branch offices—Toronto and San Francisco. John (Jock) Elliott, vp and account supervisor on DuPont for BBDO, joined Ogilvy as senior vp and account supervisor for Shell. In Toronto, Andrew Kershaw, who had been budget control director of Maclaren Advertising, became head of OBM's Canadian operations, and Russell E. Moore came from Maclaren to be OBM's Canadian creative head. The agency became virtually completely U. S.-owned when S. H. Benson Ltd. relinquished its OBM stock, estimated at about 10%, in order to avoid conflicts of interest in Canada resulting from both Benson and Ogilvy operating in Canada.

Billings breakdown: Newspapers 9.17%, magazines 20.24%, supplements 3.88%, radio 3.77%, television 59.21%, outdoor 1.55%, business publications 2.17%. OBM has 387 employes in four offices, and makes no estimate of 1961 volume.

Fletcher Richards, Calkins & Holden billed $29,742,000 in 1960, of which $1,500,000 represented capitalized fees. In 1959 comparable figures were $26,256,782 and $1,350,000.

The agency added Kimberly-Stevens Corp., Republic Supply Co. of California, J. E. French Inc. and Mannerhouse Frozen Foods, a Safeway product. In Canada Tandy-Richards Ltd., the agency's Canadian affiliate, added Province of New Brunswick Travel Bureau, Sargeant's Dog Medicine, Maritime Cooperative Travel, Dack Shoe Corp., Hartt Boot & Shoe Co., and H. K. Porter Co. (Canada). The agency lost Rand McNally & Co., which followed Paul Smith, former vice-chairman of the board and creative head, to Grant, and Litton Industries, which followed William A. Chalmers, former exec vp of Calkins & Holden, to Compton.

Sanders Maxwell, formerly with Young & Rubicam, joined as vp and director of creative services. During the year, Bryan Houston was named president and chief executive officer, with Fletcher D. Richards becoming chairman of the executive committee. Wolfgang Lieschke and W. B. D. Putnam were named executive art director and copy chief. Richard A. Stevens was named senior vp in charge of administration; James R. Frankenberry came from Doherty, Clifford, Steers & Shenfield as vp and account supervisor, and Norton B. Leo was named vp.

Billings breakdown: Magazines $12,967,512, newspapers $9,368,730, television $3,301,362, radio $2,438,844 and outdoor $1,665,552. The agency has an estimated 250 employes in seven offices, and expects 1961 volume to rise.

Sullivan, Stauffer, Colwell & Bayles billed $56,000,000 in 1960, up from $46,000,000 in 1959. Both years included some Canadian billing.

It had a good new business year, adding Lever's Summer County margarine and Rinso; Sterling Drug's Calorid; Seagram Distillers' Calvert Reserve, Wilson and Hunter; Vick Chemical Co.; and Gasoline Tax Education Committee. It lost nothing.

During the year, S. Heagan Bayles became chairman of the board, with Raymond F. Sullivan as founder-chairman. Later Mr. Sullivan became chairman of the executive committee, with Brown Bolte, previously president, as vice-chairman. Alfred J. Seaman, formerly chairman of the executive committee, became president. Outside the agency, Mr. Sullivan was elected chairman of the board of Noxzema Chemical Co., longtime SSC&B client.

SSC&B has 420 employes, and estimates that 1961 volume will be up 10% over 1960.

Tatham-Laird Inc., headquarters Chicago, billed $36,100,000 in 1960, of which $288,000 represented capitalized fees. In 1959, the total was $31,590,000 and $144,400 in fees.

It had a good new business year, adding Thomas J. Webb coffee, Coopers Inc., Boyle-Midway's Aero Shave, new product assignments from Bauer & Black and Carter Products, Mennen Co.'s Afta Shave lotion, Speed Stick deodorant and Quinsana (effective early in 1961), and Whitehall Labs' Dristan cough medicine and Painquellizer analgesic tablet. It lost E. J. Brach & Sons, Campbell Soup's Swanson frozen food division, E. C. DeWitt & Co., Parker Pen Co., National Homes Corp., and Toni Co.'s Prom and White Rain.

Nine senior executives were named to new positions as management directors to guide the agency's account groups. Billings breakdown: All print 31%, radio 6.1%, television 61.1%, transit and outdoor 1%, miscellaneous fees 0.8%. The agency has 233 employes in three offices, and sees 1961 as about like 1960.

J. Walter Thompson Co. billed an estimated $370,000,000 in 1960, of which about $120,000,000 is estimated to have been billed internationally, and an estimated $15,000,000 in Canada. Of the total, capitalized fees are estimated for domestic billing to run about $16,000,000.

This represents the first time AA has attempted estimates of fees and Canadian billing for J. Walter Thompson, and comparable figures for 1959 would be $360,000,000, of which about $258,000,000 represented an estimate of domestic billing, Canadian billing and capitalized fees.

Thompson added Lever's Reward liquid cleaner, Starlight shampoo, and Mrs. Butterworth's syrups, Freeman Shoe, Scott Paper's "new product projects," Aziza cosmetics from Prince Matchabelli; in Canada it added Good Luck Margarine from Lever, Oxo, Canadian Mink Breeders Assn., Nabisco's Shreddies and 8-Pack cereals, and Ford of Canada's Monarch line; overseas it got Lever's Suwa in Germany, international advertising for Metrecal, and was named to handle a new international media campaign for Aluminium Ltd.

Thompson lost Shell Oil in the U.S. and Canada, and Boyle-Midway in U.S. and Canada; Scott Paper's Waldorf tissues was reassigned, Sealy Inc., Oneida sterling and stainless steel flatware, Lever's Rinso brands was reassigned, Schlitz export and Pharmacraft; in Canada it lost Hygrade Food Products, Purolator and Elgin Watch; in Mexico it lost Kraft and part of Kodak. It opened an office in Vienna, its 55th—41 abroad. It dropped its consumer panel after 24 years, with Market Research Corp. of America taking over.

Norman Strouse became chief executive officer as Stanley Resor sold his stock to the agency's profit-sharing trust. A series of major appointments followed: George C. Reeves, Chicago, as exec vp; Wallace Elton and Dan Seymour to the executive committee; and William D. Laurie, Detroit manager, to the board. Richard P. Jones was named director of media; Tom McAvity named vp in charge of radio-tv programming, and H. R. Haldeman, who had been on leave of absence for the Nixon campaign, was named Los Angeles manager.

Abroad, Augusto Godoy, a top

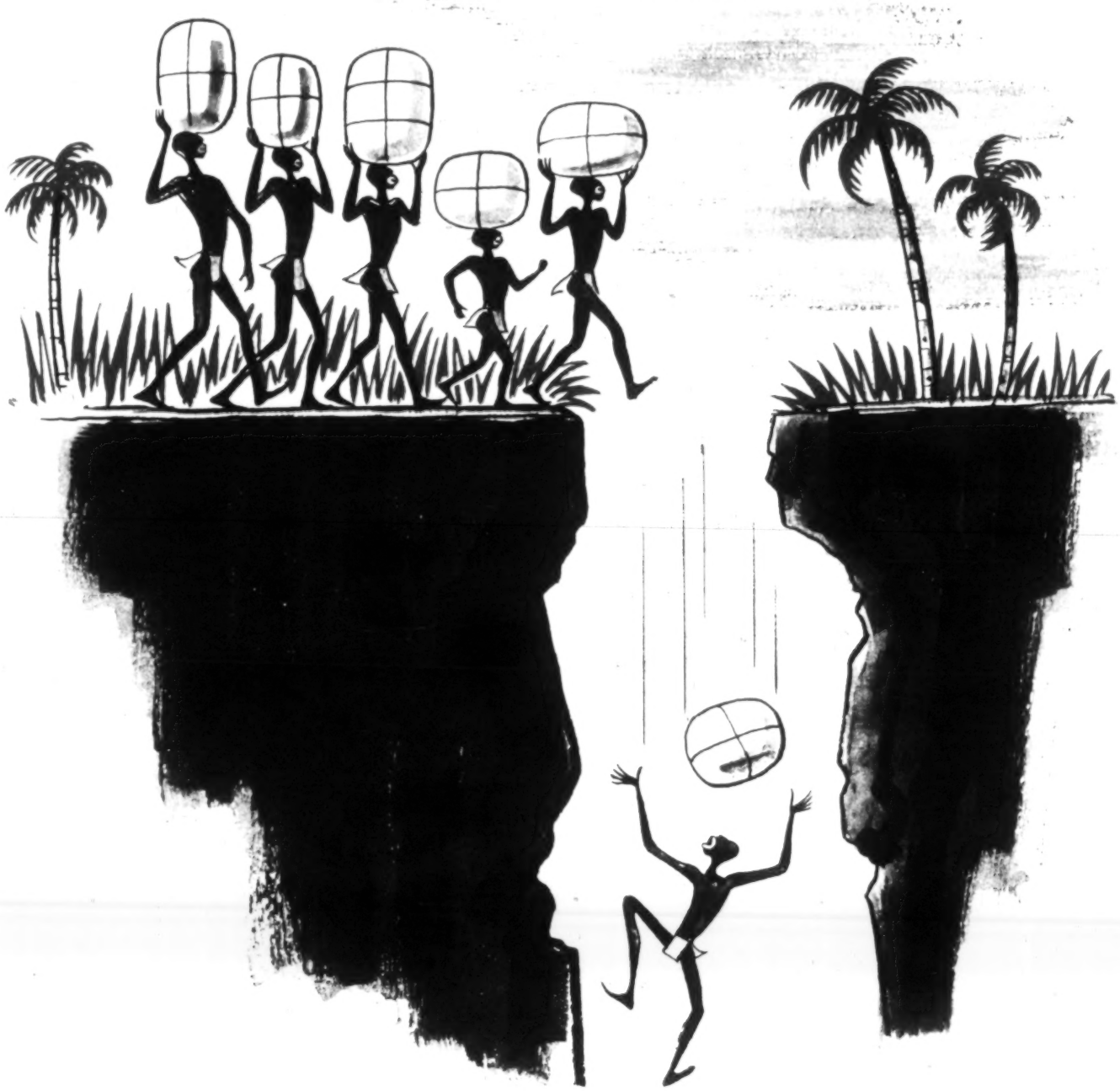
Top Ten Canadian Agencies

(Billings in Millions)

Rank		1960	1959
1.	Maclaren Advertising	$30.3	$29.3
2.	Cockfield, Brown & Co.	28.5	27.5
3.	James Lovick & Co.	17.0	15.0
4.	McKim Advertising	14.7	14.4
5.	Vickers & Benson	14.2	13.2
6.	Ronalds-Reynolds & Co.	*10.3	
	Reynolds		5.5
	Ronalds		4.7
7.	McConnell, Eastman & Co.	10.0	9.7
8.	Foster Advertising	9.6	9.0
9.	Stanfield, Johnson & Hill	9.3	9.7
10.	F. H. Hayhurst Co.	8.7	8.1

(All figures are AA estimates. List excludes U.S.-based agencies such as J. Walter Thompson Co., at $15,000,000; Young & Rubicam at $11,000,000, and McCann-Erickson at $9,000,000.)

***Formed by merger of F. W. Reynolds Ltd. and Ronalds Advertising Agency.**



SOMETHING MISSING . . .

. . . (like California without the Billion-Dollar Valley of the Bees). Your ads may carry a payload in the rest of California, but your sales-planning has a big gap if you're not in the *inland* California market. Income here is $3½ billion — more than in 23 different states. Better get in the McClatchy Bees, the *only* newspapers effective in covering this important market *full strength*.

Data Source: Sales Management's 1960 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

Three types of discounts: McClatchy gives national advertisers discounts on bulk . . . frequency . . . or combined bulk-frequency. Check O'Mara & Ormsbee for details.

Cuban adman, was named manager in Lima, replacing Jack Webster, who returned to Santiago as manager. Loyd Ring Coleman, who had headed the Australian office since 1941, retired. Douglas Saunders retired as chairman in London, replaced by William Hinks, and Tom Sutton came from Germany as managing director in London. A. P. Mitchell-Innes became deputy chairman, and John Rodgers returned as deputy chairman Nov. 1, after two years as Parliamentary secretary to the Board of Trade in Sir Harold MacMillan's cabinet.

Among those who left the agency during the year: John M. Willem Jr., veteran top account man; Ross Hardy, copy chief in San Francisco; Murray Goodwin, copy group head to C. J. LaRoche; Dick Neff, copy group head, to Compton; Joseph Stone, copy group head, to McCann; Henry C. L. Johnson, senior account supervisor. E. J. Reeser was replaced on the Ford dealer account by Joseph Swoyer and Burton Durkee; Mr. Reeser was assigned to Ford parts, accessories and service. Billings breakdown: Newspapers 16.5%, magazines 23%, business publications 4%, radio 7%, television 40%, outdoor 5.5%, direct mail 2% and "other" 2%. J. Walter Thompson has 6,225 employes, 2,435 in this country.

Wade Advertising, headquarters Chicago, billed $26,740,000 in 1960, up from $24,818,000 in 1959.

During the year it added Toni Co.'s Deep Magic facial cleanser and a new hair color product. It added Westinghouse Appliance, Bond Stores on the West Coast, International Milling, Neuhoff Bros., Berry Refining, Campana Sales, Dry-Mix Concrete, Fannie May candy, Illinois State Bank of Chicago and J. E. Siebel Sons Co. Six of the accounts came from Wade's merger with H. W. Kastor & Sons, which brought its personnel and some $3,000,000 to Wade in billings. In August it lost Alberto-Culver Co., estimated at $8,000,000, and resigned Tappan Co. and De Met's Candy. The agency also lost Charles Bruning Co., which was part of the Kastor package, and Vogue Rubber Co.

During the year Hal H. Thurber was named president, succeeding A. G. Wade II, who became chairman of the board. Louis J. Nelson, vp and director of marketing, was promoted to senior vp and chairman of the executive committee, and Forrest Owen, vp and general manager of the Los Angeles office, was named an exec vp. Mrs. Eve M. Kiely was elected a vp, and Robert E. Dwyer, chairman of the plans board and executive creative director, resigned to join Grey Advertising Agency on the West Coast. No billings breakdown was reported, but the previous year Wade placed $20,000,000 in television, spot and network. It has 137 employes in four offices, and expects 1961 to be about like 1960.

Young & Rubicam billed an estimated $247,000,000 in 1960, of which an estimated $35,000,000 was billed internationally. These figures represent billings only, without capitalization of fees. In 1959, AA's estimates for Y&R's volume were somewhat low, and a better estimate would have been about $237,000,000, of which $30,000,000 is estimated to have been billed outside the U.S.

The agency had a mixed new business year. It added General Electric's Audio Products and Radio Receivers, and was named to handle GE clocks and timers, but the latter division was subsequently returned to Ayer; it got Armour & Co.'s foods; and Royal McBee's electronic data processing systems, and about 30 other new products (like International Harvester's Scout vehicle) and divisions of present Y&R clients. Y&R lost Simoniz Co., Capitol Records, business paper advertising of International Silver, CandyGram Inc., Northam Warren in Canada, Goodyear internationally, Lever television in Canada, and Lever's Good Luck margarine in Canada.

Among the accounts added were the broadcast portion of Union Oil Co., National Sugar Refining Co.'s Quaker Sugar (effective in 1961), Personal Products' Coets, international advertising for Chrysler's Valiant, Plymouth, Chrysler and Imperial and Simca in some areas, new products for General Foods' Perkins-S.O.S. division, and Jordan Wines and Gaines' Gravy Train in Canada.

G. P. (Pat) Steel won the Kudner award at the annual Four A's meeting for a Y&R house ad. James P. Wilkerson succeeded A. O. Buckingham as managing director of Y&R in London, with Mr. Buckingham returning to New York as a senior vp; Lawrence R. McIntosh, former exec vp for Grant Advertising in Detroit, joined Y&R as vp and account supervisor in San Francisco; Randolph McKelvey was promoted to senior vp and moved from Detroit to New York, and succeeded in Detroit by Joseph G. Standart Jr. In Latin America, Miguel H. Martinez moved to Mexico City from Caracas, and was succeeded by Jack G. Hardy in Caracas, while Joseph H. Vaamonde was shifted back to New York from Mexico City. In September, Mort Werner, vp and director of the agency's radio-tv department, was named a senior vp. In January, 1961, the agency's superstructure was overhauled: Edward L. Bond became exec vp and general manager, and six senior vps were named—Earle Angstadt, George Dippy, Wilson H. Kierstead, Alexander Kroll, Randolph McKelvey and William D. Thompson. Billings breakdown: Newspapers 10.3%, magazines 27.7%, supplements 5.1%, radio 5%, television 41%, outdoor 2.4%, business papers 1.8%, farm publications 0.3%, transit 0.1%, and "other" 6.3%. Y&R has 2,716 employes in 14 offices.

50 Agencies Billed $10-25,000,000 in '60

Top Gains Chalked Up by Clinton E. Frank, Daniel & Charles

NEW YORK, Feb. 22—The $10-25,000,000 group of agencies increased their numbers in 1960, moving up to a total of 50, compared with 46 in 1959.

Wade Advertising, which in 1959 billed $24,800,000, last year moved up into the group of agencies billing above $25,000,000. The Kudner Agency also moved up, going from $20,000,000 in 1959 to $25,715,000 last year. Three agencies dropped out of the $10-25,000,000 group: Cohen & Aleshire, Henri, Hurst & McDonald and Sackel-Jackson all appear in 1960 in the $5-10,000,000 category.

Moving up to the $10-25,000,000 classification were Aitkin-Kynett; McConnell, Eastman; Daniel & Charles; Biddle Advertising; Hicks & Greist; Arndt, Preston, Chapin, Lamb & Keen; and Aubrey, Finlay, Marley & Hodgson.

■ Anderson & Cairns and James Thomas Chirurg Co. merged into a shop called Chirurg & Cairns, which moved into the above-$10,000,000 bracket in 1960. Brooke, Smith, French & Dorrance, which in 1959 billed an estimated $9,000,000, also moved into the higher classification via merger with Ross Roy, now known as Ross Roy-BSF&D. Ross Roy had already been in the $10-25,000,000 category. Ronalds-Reynolds & Co., created by a merger of Ronalds Advertising and E. W. Reynolds

YOU CAN'T GET IN!

CALIFORNIA'S 4TH LARGEST MARKET

Ltd., billed $10,300,000 last year. In 1959, Ronalds billed $4,700,000 and Reynolds billed $5,500,000.

Some notable billing gains were scored by such agencies as Clinton E. Frank Inc., up $4,000,000; Daniel & Charles, up nearly $4,000,000; Aitkin-Kynett, ahead better than $3,000,000; Hicks & Greist, up $3,000,000; and the following, all ahead by $2,000,000 or more: Albert Frank-Guenther Law; Kastor, Hilton, Chesley, Clifford & Atherton; Ellington & Co.; and James Lovick & Co.

Aitkin-Kynett, Philadelphia, is estimated to have reached the $10,000,000 mark for the first time. Billings for 1960 are estimated at $13,000,000, compared with an estimated $9,750,000 in 1959. The agency had an exceptional year, getting in a full 12 months billings on such 1959 acquisitions as C. H. Masland & Sons, Budd Co., Landers Corp. and Boundbrook Oiless Bearing Co.

New accounts added in 1960 were Continental-Diamond Fibre Corp. division of Budd Co., giving it the entire Budd account; Art Metal Inc. and Detroit Aluminum Brass Corp., which returned. The agency had some minor account losses and resigned Van Wagenen & Schickhaus division of Swift & Co. In January, 1961, the agency resigned Atlas Powder Co., billing about $250,000, reportedly because of developing account conflicts. No media breakdown is available. The agency has about 140 employes in one office.

Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, billed $10,200,000 in 1960, compared with $9,037,000 in 1959. During the year it added Beryllium Corp., Firth Carpet, Chicopee Mills division of Johnson & Johnson, Houbigant perfumes, Howe Sound, Quaker Lace and the industrial packaging division of American Viscose. Lost were San Giorgio Macaroni Inc. (billing $600,000) and Seaboard Lawn Seed Co. ($200,000). National Sugar Refining Co. moved its Quaker cane sugar account out on Feb. 1, 1961. No media breakdown is available. The agency has 105 employes in one office.

Aubrey, Finlay, Marley & Hodgson Inc., Chicago, billed $10,000,000 in 1960, compared with $9,000,000 in 1959. The agency last year added the $300,000-plus Automatic Transportation Co., a division of Yale & Towne. It lost the Morton Chemical Co., billing $500,000. In December the agency announced a formal Ag-vertising program, described as "advertising in overalls." Gordon F. Buck, former vp of Roth Bros. & Co., Chicago marketing consultant, joined Aubrey as business manager. The agency did not report its media breakdown. Aubrey employs 110 persons in one office. It expects "a moderate increase" in billings this year.

G. M. Basford Co., New York, billed $16,380,000 in 1960, compared with $14,600,000 in 1959.

Basford last year added Executone, Auer Register, Motor Cargo Inc., Anaconda Wire & Cable, American Society for Metals, General Instrument Co., Society of the Plastics Industry and Reflectone Electronics. The agency lost Permatex, American Metal Climax, West Chemical Products, and General Electric's apparatus and construction materials divisions. The Permatex account was worth about $250,000; GE's apparatus division, which was resigned because GE's "internal advertising department has grown to the point where the creative service of an outside agency can no longer be used with mutual advantage," was said to bill about $1,000,000. Basford employs 182 persons in two offices. It expects 1961 volume to rise 10%.

Regular Features Back Next Week

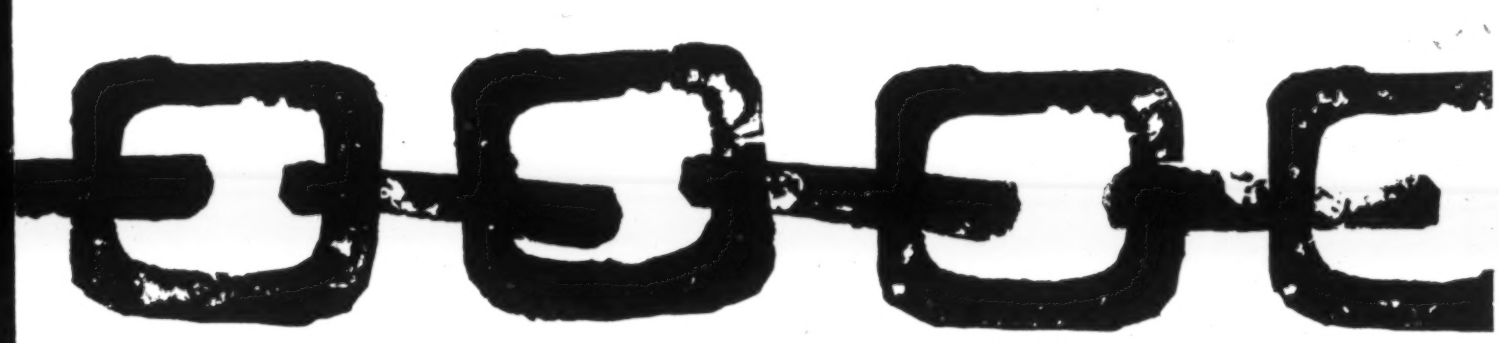
The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for billings figures and other data about the nation's advertising agencies. The usual features will be back in their regular places next week.

Gordon Best & Co., Chicago, billed $11,100,000 in 1960 as compared with $10,000,000 in 1959. Last year the agency added Schlitz Brewing's Old Milwaukee beer, billing about $1,500,000; Nissan Motors Corp. (Tokyo); Squirt-Chicago Bottling, billing about $150,000; Dumas, Milner Corp.'s Copper-Glo, Alumi-Glo and Sweet Aire room deodorizer. Best lost Amity Leather Co. and the beauty division of Helene Curtis Industries.

Last February, Carl M. Post, exec vp of Grant Advertising, joined the Best agency as president and acquired a major interest in Best. Following him from Grant was Old Milwaukee beer. Gordon Best then became board chairman, while continuing as treasurer. In September, John Pinto, creative head of Grant Advertising's New York office, joined Best as vp and plans board chairman. The agency also opened a West Coast office. Billings breakdown: Newspapers 18%, magazines 19%, radio 15%, television 45%, outdoor 3%. Best employs 86 persons in three offices. It expects a 20% gain in '61 volume.

Biddle Advertising Co., Bloomington, Ill., billed $10,942,380, including $5,767,560 in capitalized fees, in 1960. In 1959, the agency reported $9,243,521, including $5,374,620 in capitalized fees.

The agency last year gained Lennox Industries' consumer advertising, billing $750,000; the Case Mfg. division of the Ogden Corp., billing about $100,000; Hales & Hunter, Chicago, feed manufac-



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SAN BERNARDINO SUN-TELEGRAM
SAN BERNARDINO, CALIFORNIA REPRESENTED NATIONALLY BY CRESMER & WOODWARD, INC.
RIVERSIDE PRESS-ENTERPRISE
RIVERSIDE, CALIFORNIA REPRESENTED NATIONALLY BY NEWSPAPER MARKETING ASSOCIATES

You're **not** getting California's 4th largest market when you buy the Los Angeles mets! An insignificant percentage of **less** than ½ of 1% of the total circulation of the major Los Angeles newspapers, enters the rich San Bernardino-Riverside market that lies over an hour's drive from Los Angeles. The San Bernardino SUN-TELEGRAM and the Riverside PRESS-ENTERPRISE **alone,** give you thorough, **unduplicated** coverage of this vigorous billion dollar market that ranks 27th in the U.S. in population, food and household goods. 14th in the nation in gasoline sales. Last year's total retail sales . . . 1 billion, 200 million! Be sure your next schedule **includes** California's 4th largest market . . . San Bernardino-Riverside!

RANKING OF MARKETS IN CALIFORNIA:
1. Los Angeles-Long Beach. 2. San Francisco-Oakland. 3. San Diego. 4. SAN-BERNARDINO-RIVERSIDE. 5. San Jose. 6. Sacramento.

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  DUnkirk 7-6149
  420 Market St., San Francisco, Cal.
  SUtter 1-8854
- **Southwest—**
  RICHARD E. HOIERMAN
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  Diamond 8-1229
- **Northeast—**
  PAUL LAIDLEY • A.M. GOOD
  Room 1920
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  YUkon 6-6258
- **Southeast—**
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William F. Marlieb
Advertising Director
MANUFACTURED HOMES MAGAZINE
910 17th St., N.W., Washington 6, D.C.

turer, billing about $165,000; Wade, Wenger & Associates (ServiceMaster cleaning), billing about $350,000; Hiram Walker's Private Stock; National Office Furniture Assn.; Maurer-Neuer; Fuller Pharmaceutical; Lloyd Bros.; Flavor Corp.; Weatherproof Co.; Mosley Electronics; Hill's Packing Co.; and American Hardboard Assn.

Biddle lost five accounts in November when Henry Flarsheim, vp and account executive in the Chicago office, moved to Robert Haas Advertising. Going with Mr. Flarsheim were General Card Co., billing about $150,000; Werco Steel Co., billing about $50,000; Mid-States Aviation Corp., billing about $35,000; Stonegate China Co., billing about $25,000; and National Office Furniture Assn., billing about $75,000. Two other accounts moved from Biddle during the year. They were Otarian Listener Corp. and the heating and cooling division of Century Engineering Corp.

Wesley E. Cove, formerly with Harry C. Phibbs Advertising, was named to head Biddle's new ethical pharmaceutical division in Chicago. Billings breakdown: Newspapers 6%, magazines 10%, television 16%, outdoor 2%, business publications 17%, farm publications 14% and other 35%. Biddle employs 147 persons in four offices. It expects a 10% advance in 1961 billings.

Bozell & Jacobs Inc., Omaha, billed $20,750,000 in 1960, compared with $19,500,000 in 1959.

The agency last year gained Southern California Gas (special projects), South Wind division of Stewart-Warner, Auto Parts Co., Continental Air Command, Florida Power (special projects), the Kansas City zone of Safeway Stores, Metz Baking Co., Maremont Automotive Products and tourist attractions' advertising for the state of Alaska. Bozell lost Turtle Wax Inc., Dad's Root Beer Co., National L-P Gas Council, Ocoma Foods Co., Cloverland Farms Dairy, Bartolomeo Pio, Continental Baking and Parkersburg Rig & Reel.

The agency merged with Amundson-Bolstein, Sioux City, on Feb. 1. Milton Bolstein, founder of that agency, was named head of Bozell's Sioux City operation. Bozell did not report its billings breakdown by media. The agency employs 227 persons in 13 offices. It expects '61 volume to decline by 8%.

Buchen Advertising Inc., (formerly Buchen Co.), Chicago, billed $12,000,000 in 1960, compared with $11,000,000 in 1959.

Last year the agency added Armour Industrial Chemical, Automatic Canteen Co., Charles Bruning Co., Curtiss-Wright, Imperial-Eastman Corp., B. Kuppenheimer & Co., Pick Hotels, Radiant Lamp, Yale & Towne Mfg., and a new line of marine waxes and cleaners by Simoniz. Billing on Simoniz was estimated at $250,000. Automatic Canteen billing was estimated at $700,000. Pick Hotels billed about $500,000, Kuppenheimer $350,000, Armour $250,000, and Imperial $150,000.

Buchen lost three accounts last year: Seeburg Corp., billing between $300,000 and $400,000; American Appraisal, $150,000; and Wood Conversion Co.

Buchen acquired Dobbin, Woodward & Co., South Orange, N.J., and that shop became the eastern division of Buchen. The merger added about $2,000,000 in billings. Buchen billings were invested heavily in magazines and business publications. Radio, tv and outdoor were also used. The agency employs 155 persons in two offices. It expects a 1961 volume of $14,000,000.

Chirurg & Cairns, Boston, billed slightly over $11,000,000 in 1960. Figures for 1959 are not comparable because the present agency is the result of a merger in April, 1960, of Anderson & Cairns and James Thomas Chirurg Co. Anderson & Cairns reported 1959 billings at $6,925,000; Chirurg Co. said it billed $5,300,000 in 1959. Accounts added by the merged agency include Brown Co. paper products and its divisions, Duofold underwear and Crescent Co., wiring. Lost in December was the Volvo account, worth roughly $500,000, and, in 1961, Greenwood Mills. The major part of the billings goes into magazines, and into radio and television. The agency has about 135 employes in two offices and expects an increase of nearly 10% in 1961 voulme.

Cramer-Krasselt Co., Milwaukee, billed $11,040,582 in 1960, compared with $10,677,083 in 1959.

The agency added Wisconsin Wire Works, American Appraisal Co., and the O&N Lumber Co. It lost the Permaglas division of A. O. Smith Corp., an account the client said billed over $1,250,000, a figure the agency said was "fantastic." Cramer also lost Basic Products Corp. and the Hamilton Mfg. Co. Billings breakdown: Newspapers 26.5%, magazines, supplements and farm publications 30.6%, radio and television 14.6%, outdoor 3.4%, business publications 19.6%, point of sale 3.1% and other 2.2%. Cramer employs 133 persons in one office. It expects a gain ranging from 3% to 5% in '61 volume.

Daniel & Charles Inc., New York, billed $13,154,000 in 1960, including $1,033,800 in capitalized fees. In 1959 its total was $9,268,000, including $933,800 in capitalized fees. Last year the agency gained American Sponge & Chamois, Bestform Inc., Blaupunkt radios, Blackstone cigars, Coty Inc., Federal Pacific Electric, Hampden-Harvard Breweries, Lanolin Plus, Leather Industries and America and the Woolite Co. Bestform was estimated to bill about $300,000, Leather Industries about $500,000. Billings breakdown: Newspapers 11%, magazines 30%, radio 3%, television 36%, outdoor 3%, business publications 7%, point of sale 5% and other 5%. Daniel employs 119 persons in two offices. It expects a 20% billings rise this year.

W. B. Doner & Co., Detroit, billed $20,000,000 in 1960, compared with $18,700,000 in 1959.

Doner last year gained San Giorgio Macaroni Inc., R. M. Hollingshead Corp., Stella D'Oro Biscuit, Alleghany Pepsi-Cola Bottling, Maryland Cup, Wilkins Coffee Co., Magnus Organs, Youthcraft Foundations Stephano Bros.' Jaguar cigarets, and Overlakes Corp. San Giorgio billed about $600,000, Overlakes more than $300,000, Wilkins $250,000, Hollingshead about $150,000. Doner lost New Process Baking, Flexees, Firth Carpet, Leather Industries, Fred Astaire Dance Studios and Ambassador Aged scotches.

Later the agency resigned the Ambassador DeLuxe scotch account, citing "disagreement over advertising policies." The Ambassador business billed about $400,000. Astaire billed about $200,000. Doner's Philadelphia office resigned Venice Maid Co., a food packager, as a result of the San Giorgio acquisition. Last fall, U.S. Time started talking to other agencies about its $3,500,000 Timex account. Warwick & Legler was awarded the business early this month.

Billings breakdown: Newspapers 10%, magazines 3%, radio 30%, television 50%, outdoor 2%, business publications 2% and transit advertising 2%. Doner employs 165 persons in six offices. It expects a 5% gain in volume this year.

GOOD YEAR—*John V. McAdams became president of Albert Frank-Guenther Law in 1960, a year when the agency's billings rose $2,000,000 to $20,599,316.*

Doremus & Co., New York, billed $17,125,000 in 1960, compared with $16,200,000 in 1959.

Doremus-Eshleman, Philadelphia subsidiary, last year added the Cochrane Corp. and Aerotec Industries. It also coordinated all outdoor advertising for the Republican National Committee during the Presidential election campaign. Doremus & Co. lost North American Car Corp., lessor of railroad cars. Benjamin Eshleman, vp of Doremus-Eshleman, died in January, 1960, at 75. He had organized the Benjamin Eshleman Co. and served as president until the agency merged in 1953 with the Philadelphia office of Doremus. Doremus employs 205 persons in five offices. It expects '61 billings "will be greater than those of 1960."

Ellington & Co., New York, billed $17,700,000 in 1960. In 1959 it billed $15,150,000.

Last year the agency added Monroe Calculator, Carrington Whiskies, Fortrel, Darvan, Carter Products (new products), Kemp System, Frederick Harris Engineering, Krueger Beer, Incres Line and the European Travel Commission. It lost Cities Service, with about $3,500,000; it resigned the Freedomland account.

Last February, William A. Bartel, exec vp, was named president. Chauncey L. Landon, who had been president since 1954, was named co-chairman, along with agency-founder Jesse T. Ellington. Last month Ellington absorbed the John Mather Lupton Co., billing $1,500,000. Ellington billings breakdown: Newspapers 28%, magazines 33%, television 18%, outdoor 8%, and business publication 13%. The agency employs 175 persons in one office. It expects a 5% gain in volume this year.

Fitzgerald Advertising Agency, New Orleans, billed an estimated $14,000,000 in 1960, about the same as estimated for 1959.

During the year Fitzgerald lost Jax beer, billing an estimated $1,000,000, and Fant Milling Co. But the agency reported that it made up the loss in increased billings on five accounts, including Wesson Oil & Snowdrift and a local Coca-Cola account, and added Allied Mills and the southern division of Home Finance Co.

In January, 1961, the agency announced a major realignment of executives coincident with the resignation of Joseph H. Epstein as chairman of the executive committee and exec vp. Co-founder Joseph L. Killeen moved up from president to board chairman and Robert Carley, vp, became president. Roy M. Schwarz was named exec vp-creative, Howard E. McDonald exec vp-operations and E. W. Rector Wooten and Warren Posey senior vps.

Billings breakdown: Radio and television 50%, magazines 20%, newspapers and supplements 10%, outdoor 8%, business and farm publications and other 12%. The agency has 103 employes and expects volume to be about the same in 1961.

Albert Frank-Guenther Law Inc., New York, billed $20,599,316, including $3,373,665 in capitalized fees, in 1960. The agency's 1959 billings amounted to $18,534,949, including $2,960,729 in capitalized fees.

Last year Albert Frank gained the Channing Corp., the UBS Fund of Canada, Tradesmen's National Bank of New Haven, Oneida National Bank & Trust Co., Sutro Bros., First Republic Corp., Flexible Tubing Corp., Prestressed Concrete Institute and National Theaters & Television. It lost Paine, Webber, Jackson & Curtis; Kratter Corp., Commodity Exchange and the St. Regis Hotel.

In August the agency named John V. McAdams as president, succeeding Howard W. Calkins. Mr. McAdams, 42, had been a director. Howard C. Allen, another director, was named to the new post of vice-chairman of the board. Albert Frank said its media breakdown was "not available." The agency employs 225 persons in six offices. It expects a 5% gain in volume this year.

Clinton E. Frank Inc., Chicago, billed $16,000,000 including capitalized fees in 1960. In 1959, the agency reported a total of $12,000,000.

The agency last year added continental Oil Co., billing $3,500,000; Kemper Insurance, billing $1,000,000, and the Prom permanent and White Rain shampoo accounts of Gillette's Toni division—worth between $1,800,000 and $2,000,000 in billings. The Ovaltine food products division of the Wander Co. named Frank to handle MinVitine, a powdered weight control product.

Frank last fall formed Market Measurements Inc., a separate research operation, with Louis E. Schueler as president. Mr. Schueler is also vp in charge of research and marketing for the Frank agency. Weekley & Valenti, a Houston agency which had handled sales promotion for Conoco, became an affiliate of the Frank agency shortly after the latter won the oil account. Dr. Jaye S. Niefeld, previously with Keyes, Madden & Jones as director of media and research, joined Frank as director of marketing, a new post. R. Bruce Baldwin, former vp and creative director of John W. Shaw Advertising, joined Frank as copy supervisor. Frank did not report the number of its employes or its media percentage investments.

L. W. Frohlich & Co., New York, billed an estimated $18,500,000 in 1960, compared with an estimated $17,500,000 in 1959. Included in these estimates are capitalized fees, representing fees paid by clients for special publications and research services. Also included is a growing volume of business done outside the U.S.

The largest agency in the ethical drug field, Frohlich added two new clients during the year: Lloyd Bros., Cincinnati pharmaceutical producer acquired by Farbwerke Hoechst, giant German chemical company, and Dunbar Laboratories division of Chemway Corp. The agency's activity in the consumer advertising area expanded with the addition of new products from Helena Rubenstein, among them Skin Dew, Deep Cleanser, Nudit face cream, Roll-Dry and the Tree of Life line. The agency also got increased billings from Mead Johnson for the medical promotion of Metrecal.

Intercontinental Marketing Services, Frohlich's international subsidiary, opened offices in Paris and Milan during the year. Ethical drug advertising, which continues to be the agency's main line of business, is concentrated in two media: direct mail and medical journals. Frohlich now has 410 employes in six offices (170 of them in the five foreign branches) and looks for a further volume gain in 1961.

Gray & Rogers Advertising, Philadelphia, billed $14,647,735 in 1960, compared with $14,005,361 in 1959. The agency last year added print promotion for American stores (it previously won radio and tv), E. E. Dickinson Witch Hazel, *Purchasing*, K-D tools, Dytronics Inc., and the West Coast division of Premium Associates. Gray lost Richardson & Robbins through a merger, and the R. M. Hollingshead account. The agency did not report its billings breakdown. It has 11 partners and employs about 170 persons in two offices. It expects '61 billings to total $15,000,000.

Griswold-Eshleman Co., Cleveland, billed an estimated $12,000,000, including capitalized fees, in 1960. In 1959 the agency billed an estimated $11,200,000. The agency last year added the $1,500,000 Sherwin-Williams Co. account and the Bryant Mfg. Co. The agency did not report on its use of media. It said there was no change in the number of employes: 105.

Guild, Bascom & Bonfigli, San Francisco, billed $15,147,900 in 1960, including $878,100 in capitalized fees. In 1959, the agency billed $13,505,100, including $335,400 in capitalized fees.

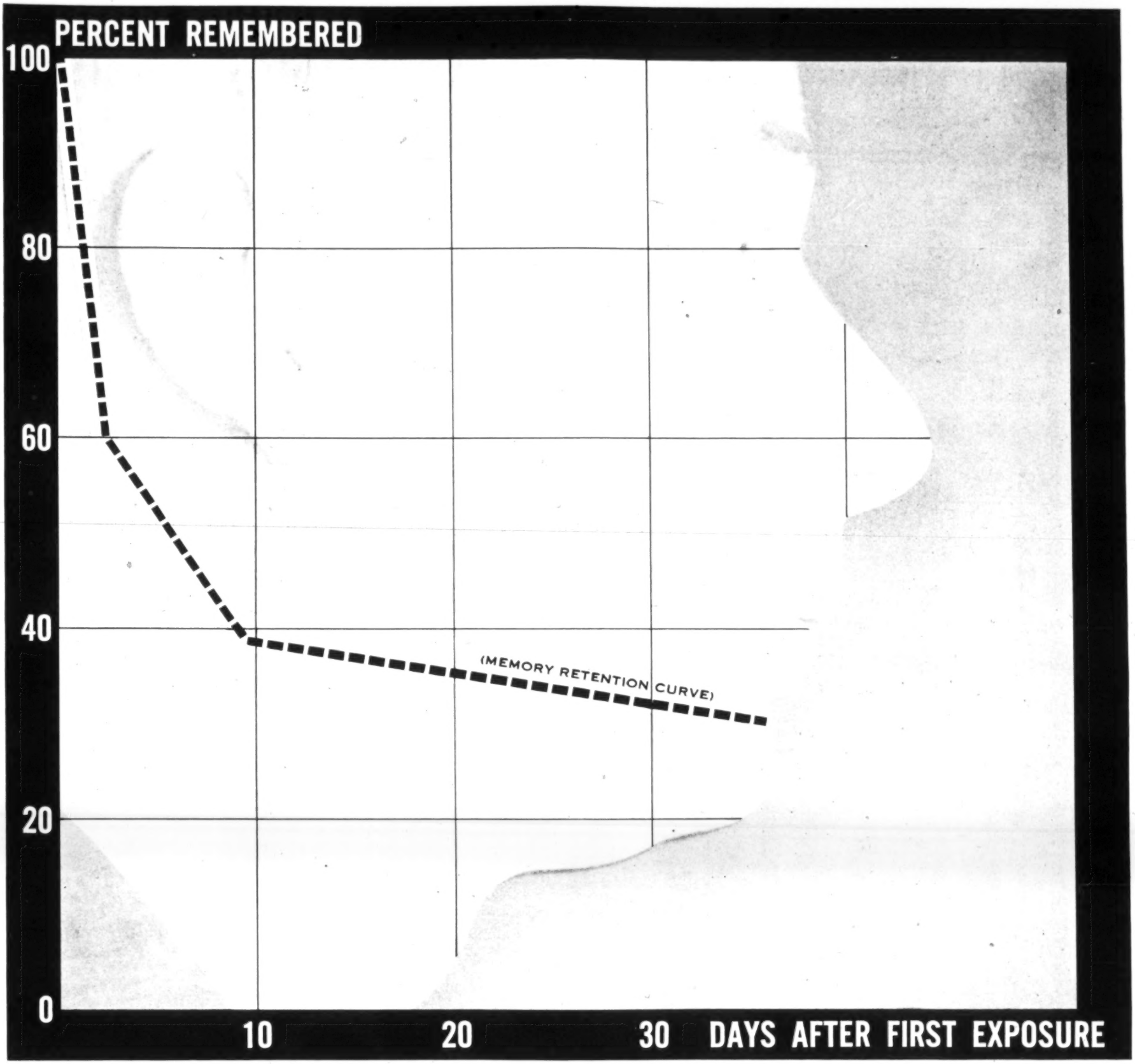
Guild, with a number of food clients, last year began picking up some non-food business. It added Pacific Telephone (Northwest), billing between $500,000 and $600,000; Remington Rand's systems division, billing $500,000; the Eldon-Ungar Toys division of Eldon Industries; Mutual Benefit Health & Accident Assn. (for a 13-week tv test); and the Democratic National Committee. It lost Rival Packing Co., an account billing between $1,000,000 and $1,250,000.

Robert Allen, former account exec on Rival, was named manager of the Chicago office, a new post. In November, Guild reorganized its tv operations, saying it expected to bill about $13,000,000 in spot and network during the 1960-'61 season. Sam Pierce was named director of tv programming, a new slot. In December, Guild moved to 222 Columbus Ave. Billings breakdown: Newspapers 6.7%, magazines 6.3%, radio 11%, television 72.3%, outdoor 3.4%. Guild employs 105 persons in four offices. It expects a 25% gain in its '61 volume.

Lawrence C. Gumbinner Advertising Agency, New York, billed $22,100,000 in 1960, compared with $22,380,000, including $1,735,000 in capitalized fees, in 1959.

The agency last year gained Browne Vintners' Martell cognac, Boujois' Little Lady cosmetics and Croton Watch Co. It lost Famous Artists Schools, Manischewitz Wine Co. (Monarch Wine Co.), Timely Clothes and Nettleton Shoes. Gumbinner said 1960 billings were invested "about the same" way as in 1959, when the breakdown was: Newspapers 24.4%, magazines 32.2%, radio 4%, television 34.4%, outdoor 3.2%, business publications 1%, and less than 1% each in farm publications and transit advertising. Gumbinner employs 160 persons in one office. It expects a 10% gain in '61 volume.

Hicks & Greist Inc., New York, billed $11,200,000 in 1960, including $1,000,000 in capitalized fees. In 1959, the agency billed $8,200,000, including $800,000 in capitalized fees. Hicks & Greist last year added the chemicals division of Atlas Powder, Cary Chemicals (billing $250,000), Dresser Mfg. division of Dresser Industries, educational equipment division of



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THE NEWEST AND BUSIEST METROPOLITAN MARKET*

*Sales Management, July 10, 1960

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See your John Budd man for more details

Circulation over 25,000 daily

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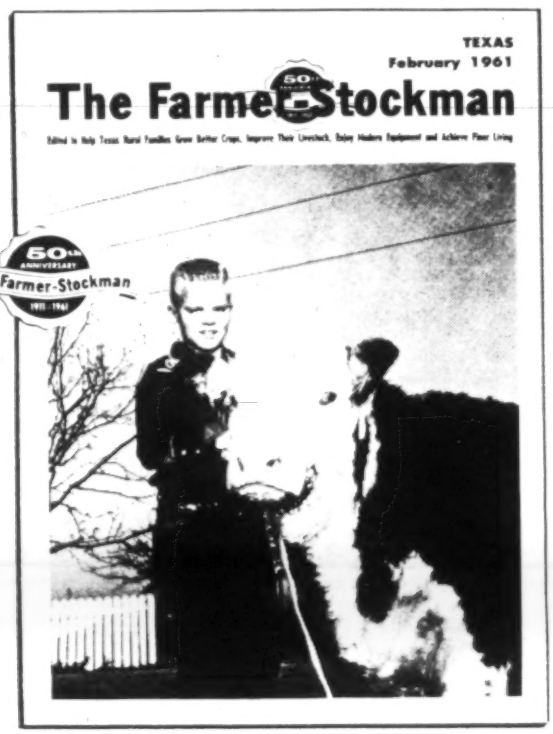

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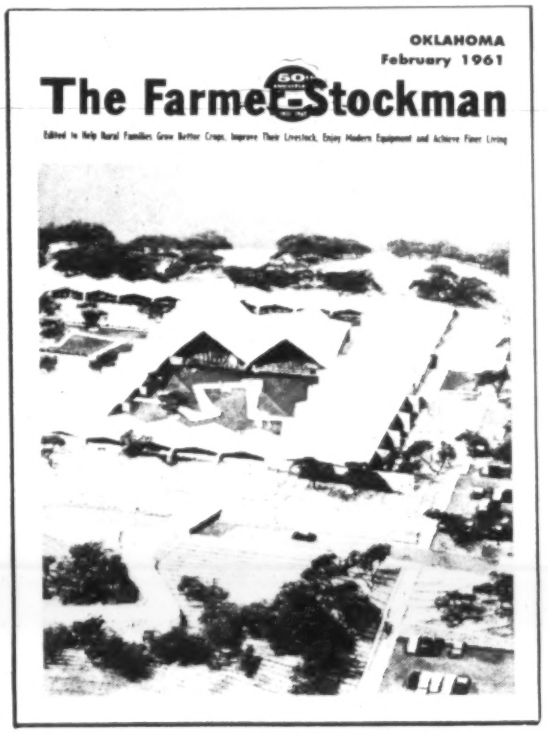

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NEW YORK 17, MUrray Hill 4-3340
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OKLAHOMA CITY 1, CEntral 2-3311
500 N. Broadway
Bill Pullen, Mgr.

DALLAS 5, LAkeside 1-3121
4321 N. Central Expressway
Alex McCommas, Jr., Mgr.

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the Edwards Co., Endicott-Johnson ($1,000,000), Fedders Corp., Metropolitan Broadcasting Corp. ($350,000), Molybdenum Corp. of America, Northern Blower division of Buell Engineering, J. L. Prescott Co. ($200,000), Regina Corp. ($600,000) and Thiokol Chemical. The agency resigned S. Blickman and the Lewyt Corp., billing about $100,000. It lost the $100,000 industrial segment of Electric Autolite.

Thiokol followed Tom Maloney to the agency from Brown & Butcher. Hicks & Greist last year opened a New England regional office in Boston called Hicks, Greist & O'Brien, and opened a service office in Chicago. Billings breakdown: Newspapers 10%, magazines 13%, radio 4%, television 59%, business publications 10% and other 4%. The agency employs 105 persons in three offices. It expects a 20% boost in billings this year.

Honig-Cooper & Harrington, San Francisco (previously Honig-Cooper, Harrington & Miner), billed $16,645,000 in 1960, including $371,500 in capitalized fees.

In 1959, the agency billed $15,933,400, including $279,259 in capitalized fees. The 1959 total has been revised from an original $16,000,000. Honig last year added Rhodes Department Stores, Security Savings & Loan, Singal Oil & Gas, California advertising for Canadian Pacific Airlines, Buckingham Corp.'s Cutty Sark scotch advertising in northern California and the California state department of education. It lost S&W Fine Foods, Leslie Salt and Wells Fargo Bank. Billings breakdown: Newspapers 33%, magazines 14%, radio 16%, television 32%, outdoor 5%. Honig employs 145 persons in two offices. It expects a 5% advance in '61 volume.

Charles W. Hoyt Co., New York, billed $12,000,156 in 1960, including $551,162 in capitalized fees. In 1959, the agency billed $10,378,551, including $873,934 in capitalized fees.

Hoyt last year added International Flavors & Fragrances, Audio Devices (billing $100,000), and a half dozen accounts that followed Herbert J. Stiefel from the L. H. Hartman Co. They included Vita Foods Products, General Preserve Co. and Claridge Food. The agency also gained Sheffield watches and Charles Gulden Inc.

Hoyt lost Lufthansa German Airlines, billing $400,000, while retaining Lufthansa in international publications, where it spent $100,000. It also lost Woolite Inc., and the $750,000 Arnold Bakers account when two staffers, William P. Smith, vp, and Jerry Allston, creative director, left to start their own agency. Hoyt closed its Miami office because of insufficient business. John R. McAtee, who had merged his own agency into Hoyt to form the Miami branch, reestablished his own agency, General Advertising of Florida.

Billings breakdown: Newspapers 21.1%, magazines and farm publications 19.9%, radio and television 19.9%, business publications 26.5%, production 12.1%, and transit and outdoor 0.5%. Hoyt employs 113 persons in one office. It expects '61 volume to be about the same as last year.

Kastor, Hilton, Chesley, Clifford & Atherton, New York, billed $18,320,000 in 1960, including $820,000 in capitalized fees. In 1959 the agency billed $16,075,000, including $725,000 in capitalized fees.

Kastor last year added Grand Union Supermarkets and Grandway Discount Centers, Ruberoid Co., Davidow Suits, Shulton Inc. (two new proprietary products), DCA Food Industries' ice cream division, Admiration cigars, Roulette Records, Roosevelt Raceway, Gold Seal Vineyards, Antoine de Paris, Pierce's proprietaries, Thayer Laboratories' Pinex remedies, Wilson Mfg. Co., Sofskin and Dunbar.

It lost Airkem Inc., Sweet-Orr & Co., corporate advertising of Textron Inc.

DCA Food Industries billed about $350,000 and Gold Seal vineyards about $200,000.

With the folding of Sterling Advertising in August, Kastor added Saul M. Broun, president and sole owner of Sterling, who brought along about $1,000,000 in billings (including Davidow Suits, Sanitized Sales Co. and Sun Chemical's Warwick Chemical Division). Sofskin, Dunbar Laboratories and Positan (a product of Drug Research Corp.) all moved from Fletcher Richards, Calkins & Holden with Edmund F. Johnstone. Positan was spending an estimated $1,000,000 and Sofskin $500,000. On Dec. 1, Heineman, Kleinfeld, Shaw & Joseph—bill-

PORTRAIT OF A BUYER WHO'S BOUND TO SUCCEED

Rub-a-dub-dub, he reads in the tub—and never wastes a minute. Also read Horatio Alger at an early age (or maybe his mother read it and the influence is prenatal.) Anyway, our purposeful buyer's bound to succeed. Because he knows where to buy—where to turn for industrial product information.

His source is the best in the world—a publisher who publishes nothing but product information, Thomas by name.

Every month Thomas Publishing issues the buyers' favorite product information newspaper, Industrial Equipment News. It's crammed with product information news, and is read by 81,000 in-plant buying influences in 40,200 plants, in all 452 manufacturing industries.

Also, Thomas Publishing puts out a huge directory called Thomas Register. Thomas decided that this directory should list everything! And it does—75,000 different kinds of things, in fact. Takes 10,000 pages to do it, but all the manufacturers are there, plus all their products, plus 13,000 eager advertisers who like to sell things.

The moral is: If you want to sell to industry, advertise in IEN and TR. They're published by Thomas, product information headquarters for the men who buy.

THOMAS

PUBLISHING COMPANY

Product Information Headquarters

461 EIGHTH AVENUE, NEW YORK 1, N. Y.

Phone: OXford 5-0500

CHICAGO'S AMERICAN ANNOUNCES A NEW 3-PART RATE STRUCTURE OFFERING CHICAGO'S LOWEST DAILY AND SUNDAY MILLINES

WITH national advertisers extending their use of newspapers for the expanding sales opportunities of the '60's, Chicago's American announces a new 3-part rate structure effective March 1, 1961. It is designed to offer flexibility and economy and, at the same time, aid in the drive for uniformity among newspapers by fitting in with the new and popular Yearly Frequency Page Discounts, Bulk Discounts and Continuity Impact Discounts. This new rate structure offers the lowest milline rates or rates-per-thousand in the Chicago newspaper field.

Part 1—BULK DISCOUNTS:

This is the most used rate structure because it lends itself to the specific needs of individual marketing problems. It provides economy along with the flexibility so desirable for many newspaper advertising programs. Bulk discounts are now available in almost 200 newspaper markets.

SCHEDULE OF BULK DISCOUNTS

		Full Run		*City and Suburban*
		Daily	*Sunday*	*Daily and/or Sunday*
14 lines or more		$1.55	$1.60	
Base Contract Rate—500 Lines Per Year—per agate line		$1.25	$1.45	$.90
Lines per year	*Bulk Contract Discounts From Base Contract Rate*	*Net Line Rate After Contract Discount*		
1,000	20%	$1.00	$1.16	
2,500	21%	.9875	1.1455	
5,000	22%	.975	1.131	
10,000	23%	.9625	1.1165	$.90 Flat
25,000	24%	.95	1.102	
50,000	25%	.9375	1.0875	
100,000	26%	.925	1.073	

Part 2—CONTINUITY IMPACT DISCOUNTS:

This is the popular C.I.D. Plan inaugurated by the Louisville Couier-Journal and widely accepted by advertisers and agencies. It is now available in almost 100 newspaper markets. The value of this rate structure is in putting continual pressure on the market at lowest possible cost. It takes cognizance of the strength advertisers are finding in week-in and week-out continuity in newspapers.

SCHEDULE OF CONTINUITY IMPACT DISCOUNTS

Term of Contract	*Weeks of Publication*	*Lines Per Week*	*Discount*	*Full Run* Daily	*Full Run* Sunday
				Net Line Rates	
13 Weeks	12	300	22%	$.975	$1.131
		600	23%	.9625	1.1165
		1,000	24%	.95	1.102
		1,500	25%	.9375	1.0875
26 Weeks	24	300	23%	.9625	1.1165
		600	24%	.95	1.102
		1,000	25%	.9375	1.0875
		1,500	26%	.925	1.073
39 Weeks	36	300	24%	.95	1.102
		600	25%	.9375	1.0875
		1,000	26%	.925	1.073
		1,500	27%	.9125	1.0585
52 Weeks	48	300	25%	.9375	1.0875
		600	26%	.925	1.073
		1,000	27%	.9125	1.0585
		1,500	28%	.90	1.044

Part 3—YEARLY FREQUENCY PAGE DISCOUNTS:

The biggest marketing salvo can be fired by full page ads and to make this possible Chicago's American offers its most attractive rates for yearly frequency schedules of page units.

SCHEDULE OF FREQUENCY PAGE DISCOUNTS

	Full Run Daily	*Full Run* Sunday	*City and Suburban* Daily and/or Sunday
Base Contract Rate—500 lines per year—per agate line	$1.25	$1.45	$.90
Units per year	*Page Contract Discounts From Base Contract Rate*	*Net Page Rate After Contract Discount*	
1 full page	24%	$2,356	$2,732.96
10 full pages	25%	2,325	2,697.00
20 full pages	26%	2,294	2,661.04
30 full pages	27%	2,263	2,625.08
40 full pages	28%	2,232	2,589.12
50 full pages	29%	2,201	2,553.16

$2,232 Flat

All rates provide full-run milline rates as well as City and Suburban costs-per-thousand which are among the lowest in the nation. Now, Chicago's American and the Chicago Tribune, whose new rate structure parallels the American's, are each offering the lowest milline rates and costs-per-thousand in Chicago. These two papers offer the greatest amount of coverage, at the lowest costs-per-thousand. These economical rates are *available in either paper, without combination*, to fit best into the individual marketing needs of the advertiser.

MILLINE RATES

Based on total circulation and 5,000 lines of advertising—daily newspapers

CHICAGO'S AMERICAN	Chicago Tribune	Sun-Times	Daily News	Sun-Times/News
$2.20	**$2.23**	**$2.44**	**$2.56**	**$2.25‡**

‡This Milline rate available only in forced combination. Circulation base: ABC Publishers' Statements, 9 30 60.

Cost-per-thousand Households*
IN METROPOLITAN CHICAGO

Based on a 1,000 line ad at 5,000 line contract rates—daily newspapers

CHICAGO'S AMERICAN	Chicago Tribune	Sun-Times	Daily News	Sun-Times/News
$1.84	**$1.71**	**$1.91**	**$2.33**	**$2.01‡**

‡This cost-per-thousand available only in forced combination.
**Newspaper readers. Source: Media Power.*

CHICAGO'S AMERICAN

ing under $2,000,000—was merged into Kastor, Hilton. Accounts included Admiration cigars, Antoine de Paris cosmetics, and Lane Bryant. Last year Kastor ended its affiliation with Bradley, Venning, Hilton & Atherton, located in Toronto. The agency later opened its own subsidiary in Canada under its own name. The latter operation began with 12 accounts, nine of which had previously been handled by the Bradley affiliate.

Last June, Kastor, Hilton and Drug Research Corp. were indicted for false and fraudulent advertising in a 134-count criminal information returned by a grand jury in New York. Kastor was the first agency thus cited under a 56-year-old state law. Last April, Charles E. J. Clifford, 59, a founder of the agency, died of carbon monoxide poisoning. Billings breakdown: Newspapers 28%, magazines 10%, supplements 9%, radio 12%, television 35%, outdoor 2%, business publications 2%, farm publications 1%, transit advertising 1%. The agency employs 160 persons in three offices. It expects a 20% gain in '61 volume via "increase in current clients' appropriations and new accounts which started late in 1960."

Keyes, Madden & Jones Advertising, Chicago (division of Russel M. Seeds Co.), billed $20,083,000 in 1960, including some $6,000,000 in capitalized fees and royalties from the Russel M. Seeds Co. operations. In 1959 the agency billed $20,477,000. Keyes last year added Cunard Eagle Airways, a division of Cunard Steam-Ship Co., the Seeburg Corp., Society of American Florists and the Heftler Construction Co. The agency lost Duon Inc. and the Pinex division of Thayer Laboratories. Billings breakdown: Space 48%, broadcast 52%. Keyes employs 111 persons in five offices. It expects a 20% volume gain this year.

Klau-Van Pietersom-Dunlap Inc., Milwaukee, billed $11,297,466, including $2,334,499 in capitalized fees in 1960. In 1959, the agency reported billings of $12,341,381, including capitalized fees of $2,578,681.

Last year the agency gained the American Medical Assn., the industrial tape division of Minnesota Mining & Mfg. and the Basic Products Corp. (including the Froedtert Malt, Hevi-Duty and Sola Electric subsidiaries). The 3M's division was billing more than $200,000. The agency lost Gehl Bros. Mfg. Co., maker of forage and harvesting equipment, which billed about $265,000, and Imperial Brass Mfg. Co., billing more than $150,000. It resigned John Deere & Co., Blackhawk Mfg. Co. (automotive supply maker billing about $100,000), Standard Conveyor (because of product conflict) and *Product Engineering*, the McGraw-Hill publication.

A. R. (Pat) McGinnis, board chairman, died Oct. 20. Billings breakdown: Newspapers 11.1%, magazines 69.5%, radio 8.9%, television 5.9%, outdoor 1.2% and telephone directory 3.4%. Klau employs 143 persons in four offices. It expects a 10% gain in 1961 volume.

Lambert & Feasley, New York, billed $18,965,000 in 1960, including $33,400 in capitalized fees. In 1959, the agency billed $18,968,000, including $71,000 in capitalized fees. The agency last year gained the Photostat Corp., Phillips Petroleum International, Overseas Commodity Corp., and the international division of Warner-Lambert Pharmaceutical (for Sloan's Liniment and Sloan's Balm). The agency reported no lost accounts. Last April, William R. Hillenbrand, previously vp and plans board chairman at Donahue & Coe, joined

FOR TWO POUNDS—*This is one of the ads which Maxwell House coffee is using to test a new premium (AA, Feb. 6). Ogilvy, Benson & Mather is the agency.*

Lambert as exec vp. Billings breakdown: Newspapers 18.4%, magazines 21.3%, radio 1.4%, television 49.9%, outdoor 3.8%, other 5.2%. Lambert employs 155 persons in one office. It expects '61 volume to remain about the same as last year's.

C. J. LaRoche & Co., New York, billed $15,600,000 in 1960, compared with $15,500,000 in 1959.

LaRoche last year added Lanolin Plus liquid skin moisturizer, Wash 'n Curl shampoo, Wash 'n Tint, Cream Chiffon; and Fawcett Publications' institutional. The agency resigned a $2,000,000 portion of Revlon; it lost the $1,000,000 Necco account, the $1,000,000 Warner Bros. foundation garments business and the $100,000 Royal McBee Corp.'s electronic data account. U.S. Tobacco, a $1,200,000 account, was looking for another agency.

In September, James D. Webb, president of LaRoche, died of a heart attack. Subsequently, Chester J. LaRoche, previously chairman of the board and treasurer, became president and chairman of the plans board. In November, John S. Graetzer Jr. and John Goodwillie, both vps, were named exec vps. Billings breakdown: Newspapers 18%, magazines 43%, radio and television 27%, outdoor 2% and other 10%. The agency employs 150 persons in two offices.

Al Paul Lefton Inc., Philadelphia, billed $19,000,000 in 1960, compared with $17,700,000 in 1959. The agency last year added General Baking Co., worth about $350,000; Seeman Bros., billing about $400,000; Seabrook Farms, Crown Cork & Seal, and Aero Service Corp. The agency reported no losses, and employs 260 persons in two offices.

James Lovick & Co., Vancouver, billed $17,000,000 in 1960 as compared with $15,100,000 in 1959.

Lovick last year added Ralston-Purina Co. Ltd., Pharmacraft, Morris Motors Canada, Scripto of Canada, billing an estimated $150,000, and Wool Bureau of Canada, billing $100,000. The agency lost Moirs Ltd.; and Lufthansa German Airlines.

Lovick was named last August to represent Allston, Smith & Somple, Greenwich, Conn., in Canada. The two were to work last fall on the introduction of Arnold bread in the Canadian market. Lovick's billings breakdown: Newspapers 36%, magazines 6%, supplements 3%, radio 7%, television 22%, outdoor 12% and printing and production 14%. The agency employs 227 persons in 11 offices. It expects a 10% gain in volume this year.

Marsteller, Rickard, Gebhardt & Reed, Chicago, billed an estimated $11,500,000 in 1960, compared with an estimated $11,400,000 in 1959.

Last year the agency added the $1,000,000 Armco Steel Corp. account; the data processing division of International Business Machines, billing $750,000; Bridgeport Brass, estimated at $250,000; Fansteel Metallurgical Corp., estimated at $200,000; Babcock & Wilcox; Fairchild's industrial products, and Babcock Poultry Farms. Marsteller resigned *Petroleum Week* and *National Petroleum News*, and the Dole Valve Co., billing an estimated $100,000. Calumet & Hecla and Rudel Machinery's American SIP and VDF Lathes Divisions were lost, as were the Raco Electrical Division of All-Steel Equipment, billing over $250,000; Audio Devices, billing $100,000; and the Dresser Mfg. Division of Dresser Industries.

Marsteller closed its Houston office, which billed under $500,000, and Douglas S. Craig, vp and comanager, opened his own agency with several former Marsteller accounts. Richard C. Christian, exec vp, moved up to president of the agency, and William A. Marsteller switched from president to board chairman. Arthur W. Cowles was elected exec vp and general manager of the Pittsburgh office. He succeeded Rodman S. Reed, who was then named vice-chairman. Marsteller employs about 225 persons in four offices. It expects a '61 volume increase ranging "from 15% to 25%."

J. M. Mathes Inc., New York, billed $18,250,000 in 1960, compared with $17,800,000 in 1959. Mathes last year added Anheuser-Busch's Regal beer, billing an estimated $500,000; National Carbon, a division of Union Carbide, and the Photostat Corp., a division of Office Copying. It lost the Underwood Corp. Wilfred S. King, who joined the agency at its founding in 1933, was named exec vp. Dr. Vincent Machi succeeded Dr. O. L. Tinklepaugh, a veteran of the agency research field, as director of research. Mathes did not report its media breakdown. It employs 163 persons in three offices. It expects '61 volume to be "up."

William Douglas McAdams Inc., New York, billed an estimated $16,500,000 in 1960, about the same as in 1959. This total does not include the business of an editorial affiliate, Physicians News Service Inc.

The agency, which operates exclusively in the ethical drug area, handled the introduction of what were probably the two "hottest" ethical products of 1960—Hoffman-LaRoche's Librium, which took over first place in the tranquilizer market, and MER-29, a new cardiovascular agent marketed by Wm. S. Merrell Co., a new client for the agency. Syntex Corp. was another addition to the client roster. Nordson Laboratories, acquired the previous year, was dropped and the agency also lost several J. B. Roerig products. McAdams places virtually all of its advertising in two media—medical journals and direct mail. The agency has 250 employes in one office and looks for a volume gain of 10% or 15% in 1961.

McConnell, Eastman & Co., Toronto, billed an estimated $10,000,000 in 1960, as compared with an estimated $9,700,000 in 1959. Last year the agency gained General Bakeries, Venus Pencil, Mary Maxim Ltd., Union Acceptance Corp., the Slip Group of Companies, Canada Pharmacal, Carter's Ink Co., and, in December, 1959, it added Playtex Ltd.'s newly-formed pharmaceutical division. McConnell lost institutional advertising for Union Carbide and a division of the Linde Co., and the A. R. Williams Machinery Co. McConnell did not report its media breakdown. It employs 180 persons in seven offices.

McKim Advertising, Montreal, billed an estimated $14,750,000 in 1960, compared with an estimated $14,400,000 in 1959. Last year the agency gained Bromo-Seltzer, Hostess food products, Toronto Macaroni & Imported Foods, Carling's Red Cap ale (adding Quebec), several divisions of Philips Electronic Industries, Gansco Products, Viceroy Mfg. Co., Dad's Cookie Co., Mead Johnson of Canada (Metrecal), Station CFRB, CFCR, CFCF-TV, No-Co-Rode Pipe, Trans-Canada Telephone Systems leased lines. McKim lost Hartt Boot & Shoe Co., communications division of Canadian Pacific Railway, and it resigned W. Clark Ltd. McKim last February named D. E. (Doc) Longmore chairman of the board, and H. D. Roach, president. Billings breakdown: Newspapers 36%, magazines 2%, supplements 4%, radio 10%, television 21%, outdoor 5%, business publications 4.5%, farm papers 1.5%, transit advertising 2%, other 14%. McKim employs 239 persons in four offices. It expects an 8% volume gain this year.

Meldrum & Fewsmith, Cleveland, billed $13,576,068, including $2,381,792 in capitalized fees, in 1960. Its 1959 total was $13,450,602, including $2,357,338 in capitalized fees.

The agency last year acquired Brush Beryllium, Clark Controller Co., the Electric Storage Battery Co.'s automotive division and Niagara Therapy Mfg. Co. Niagara, maker of Cyclo-Massage health appliances, billed over $1,000,000. Meldrum lost the chemurgy division of Central Soya Co., Oster Mfg. Co., Parker-Hannifin Corp., and it resigned White Sewing Machine Co. because "their current marketing methods do not require the services of an organization such as ours."

In 1960 the agency integrated its media, research and field services departments, as well as its business library, into a single marketing services group. Arthur E. Earley, associate media director, was named head of this group. Billings breakdown: Newspapers 3.7%, magazines 51.2%, radio 6.3%, television 6.5%, outdoor 0.6%, business publications 31.7% and movies 0.1%. Meldrum employs 138 persons in two offices. It expects a 10% gain in volume this year.

Mogul Williams & Saylor, New York, billed $19,050,000 in 1960, including $3,050,000 in capitalized fees. In 1959, the agency billed $19,250,000, including $2,700,000 in capitalized fees. The agency last year gained Wamsutta Pacific Domestics, a division of M. Lowenstein & Sons, Boston Safe Deposit & Trust, United Printers & Publishers, Rootes Motors, Rudo S. Globus Inc., British Industries Corp., St. Martins Press and Transogram. It lost Revlon Regina Corp., Pierce's Proprietaries and Standard Security Life Insurance. Last August, Courtaulds (Alabama) Inc. announced it would move its account from Mogul to D'Arcy some time in '61. The account had been billing about $1,000,000. Mogul's share of the Revlon business amounted to about $2,000,000 in billings on Top Brass, Hi & Dri, Aquamarine fragrances and Satin Set. Billings breakdown: Newspapers 27%, magazines 20%, radio 11%, television 37%, and business papers 5%. The agency employs 198 persons in one office. It expects a 5% rise in '61 billings.

North Advertising Inc., Chicago, billed $14,500,000 in 1960, compared with $15,100,000 in 1959.

The agency last year gained Armour's Miss Wisconsin cheeses; Toni's Pink Pamper shampoo, billing $750,000; Lanvin Parfums, billing between $1,000,000 and $1,500,000; Erwin-Lambeth Inc., billing $100,000; Webcor Inc., billing $300,000; American Brewing's Regal beer; James B. Beam's Gilbey's Spey Royal scotch; Bowman Dairy's Bow-Cal dietary drink, and Gillette Laboratories (for a test product).

North lost Toni's Deep Magic; Jewel Food Stores, billing between $250,000 and $500,000; Reddi-Wip, billing about $750,000; Wamsutta; F. Jacobson & Sons' Excello and Jayson shirts and sportswear, billing about $500,000; Marvella costume jewelry, and Sheffield watches.

In 1960, Cyrus H. Nathan, exec vp, sold his half interest in the agency to Don Paul Nathanson, president. Mr. Nathan said he would remain in advertising. Later, Bruce M. Dodge was named exec vp in charge of the agency's New York office.

Billings breakdown: Newspapers 4%, magazines 24%, supplements 7%, radio 1%, television 57%, outdoor 1%, business publications 3%, transit advertising 1%, point of sale 1%, and other 1%. The agency employs 144 persons in three offices. It estimates that 1961 billings "will be strongly upward."

Parkson Advertising, New York, billed $15,000,000 in 1960, compared with $18,000,000 in 1959. The latter figure has been revised from $18,600,000 reported originally.

The agency reported no account gains or losses. Last July, Theodore G. Bergmann, president and chief executive officer, joined Revlon Inc. as vp of advertising. In September, Edward Kletter, advertising director of J. B. Williams Co., the chief client at Parkson, was given additional duty as head of the agency. Parkson billings go mostly into television, with that medium getting 90%. The agency employs 40 persons. It expects '61 volume to be about the same as last year.

Potts-Woodbury Inc., Kansas City, Mo., billed $10,274,372 in 1960, including $670,699 in capitalized fees. In 1959, the agency billed $10,021,533, including $598,246 in capitalized fees.

Potts last year added the wool division of the American Sheep Producers Council, billing an estimated $500,000, and the Consumers Cooperative Assn. It lost Braniff International Airways, billing over $1,000,000; the Vendo Co., billing nearly $500,000; and Russell Stover Candies. Potts opened a Dallas office early last year, primarily to facilitate services for Braniff. In December it opened a New York office.

Billings breakdown: Newspapers 28%, magazines 8%, radio 9%, television 19.5%, outdoor 6.5%, business publications 15%, farm publications 2.5% and other media 11.5%. Potts employs 121 persons in four offices. It expects a 10% gain in '61 volume.

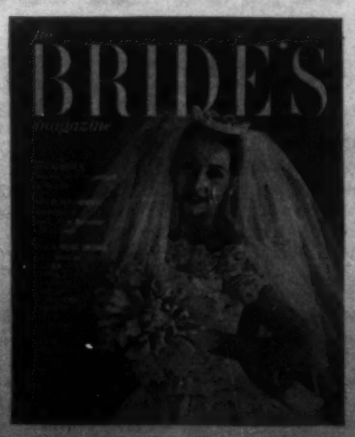
Reach, McClinton & Co., New York, billed $22,794,159 in 1960, including $874,979 in capitalized fees. In 1959, the total was $22,149,199, including $1,724,508 in capitalized fees.

The agency last year gained Fairbanks Whitney, Pratt & Whitney, General Aniline's Ansco and Ozalid divisions, WBKB-TV, Chicago, and a new Sperry Rand research center in Sudbury, Mass. General Analine said it planned to boost the ad budgets of Ansco and Ozalid to $2,000,000 in 1961. Last year Ansco's budget was $1,200,000 and Ozalid spent $500,000. Reach lost Northern Illinois Gas Co. in December, a $400,000 advertiser. The agency's Chicago

#1 sales prospect for the 1960's

You can meet her *now* in the pages of The **BRIDE'S Magazine**—
the magazine brides-to-be rely on above all others!

For your copy of "#1 Sales Prospect for the 1960's"—latest study of the U. S. Bridal Market, contact: Robert M. Thorsen, Advertising Director



the **BRIDE'S** *magazine*

A CONDÉ NAST PUBLICATION

60 East 42nd Street, New York 17, New York, MUrray Hill 2-1490

Atlanta • Boston • Chicago • Los Angeles • Miami • San Francisco • Mexico City • Toronto

branch also lost Zenith Radio Distributing at the start of '61.

Reach, McClinton reported earnings of $70,000 on billings of $22,200,000 for the fiscal year ending last June 30. This compared with earnings of $50,000 on billings of $18,400,000 in the preceding year. Last June, the agency's net worth stood at $893,000—compared with $750,000 the previous year. Billings breakdown: Newspapers 20.7%, magazines 24.7%, supplements 7%, radio 3.7%, television 32.2%, outdoor 1.7%, and other 10%. Reach employs 213 persons in six owned and two affiliate offices. It expects a 10% gain in '61 volume.

Knox Reeves Advertising, Minneapolis, billed $12,431,656 in 1960, including $631,656 in capitalized fees. In 1959, it billed $13,614,724, including $662,767 in fees.

Reeves last year added the building products division of the Wood Conversion Co., the feed division of General Mills, McGarvey-Atwood Coffee Co., Brownberry Ovens, reportedly billing $200,000, and the Pearson Candy Co. It lost Pacific Gamble Robinson Co., billing an estimated $300,000.

The agency started 1960, its 25th anniversary, with a new president, Robert W. Stafford. Mr. Stafford succeeded Wayne Hunt, who retired. E. E. Sylvestre, board chairman, also retired and his post was not filled. Billings breakdown: Newspapers 23.9%, magazines 10.3%, radio 3.6%, television 49.3%, outdoor 1.6%, and other media 11.3%. The agency employs 115 persons in one office. It expects a 25% advance this year in volume.

FINOLD

See page 44, "Ad Age", January 9

IN NEW YORK

Write Hotel ASTOR, TIMES SQUARE

MARCH 20

Ronalds-Reynolds & Co., Toronto (merger of Ronalds Advertising Agency and E. W. Reynolds Ltd.), billed $10,300,000 in 1960, including $500,000 in capitalized fees. In 1959, Ronalds billed $4,700,000 and Reynolds reportedly billed $5,500,000.

Last year, E. W. Reynolds added several divisions of Canadian Industries Ltd., worth an estimated $500,000, and the $350,000 Volkswagen Canada Ltd. Boyle-Midway named Ronalds-Reynolds to handle Wizard deodorizers, Easy Off oven cleaner, Easy window spray and Easy On spray starch, billing about $200,000. The merged shop also gained Master Builders and Atlas Steels Ltd. It lost Philips Electronic Industries.

MERGER MAN—*Warren Reynolds became president of Ronalds-Reynolds & Co. in 1960 when he merged his E. W. Reynolds Ltd. with Ronalds Advertising to form an agency billing more than $10,000,000.*

Warren Reynolds was named president of the combined agency; Frank deB. Walker, who had been president of Ronalds, became exec vp and managing director of the merged operation. Texaco Canada, which had been with Ronalds in Montreal, remained with the new agency. Cities Service Oil Co., handled by Reynolds, was resigned. Texaco billed between $1,000,000 and $1,500,000; Cities Service billed an estimated $200,000.

Billings breakdown: Newspapers 28%, magazines 7%, supplements 12%, radio 6%, television 38%, outdoor 3%, business publications 3%, farm publications 1%, transit advertising 1%, and other 1%. Ronalds-Reynolds employs 163 persons in two offices. It expects a volume gain of more than 5%.

Ross Roy-B.S.F.&D. Inc., Detroit, billed $23,909,000 in 1960. In 1959, Ross Roy billed $14,400,000 and Brooke, Smith, French & Dorrance billed an estimated $9,000,000. Ross Roy merged with Brooke, Smith at mid-year.

The agency last year acquired the Youngstown Kitchens division of American Standard; Kelly Girl Service, billing about $200,000; Squirt-Detroit Bottling and Omstead Fisheries Ltd. It lost the Dodge truck account, billing about $4,000,000, and Chrysler, Plymouth, Valiant and Fargo trucks in Canada, billing between $1,500,000 and $2,500,000.

Keith R. Matzinger, former advertising manager of the Chrysler and Imperial divisions of the Chrysler Corp., was named manager of the agency's Hollywood office. The agency did not report its billings by media. It employs 280 persons in four offices and expects a 10% gain in 1961 volume.

Rumrill Co., Rochester, N. Y., billed $12,240,000 in 1960, including $5,390,000 in capitalized fees. In 1959, the agency billed $10,879,000, including $4,797,000 in capitalized fees.

Last year the agency added Olney & Carpenter, Eriez Mfg. Co., Grandma Brown Beans, Gannett Newspapers, Utica Mutual Insurance, the keel division of Kee-Lox Mfg. Co., Electromode division of Commercial Controls Corp. (a Friden Corp. subsidiary) and the Development Commission of Vermont. Rumrill lost Stromberg Carlson (except the telecommunication division), Endicott Johnson (Family Stores division) and Photostat Corp. Endicott Johnson billed about $1,000,000.

Billings breakdown: Newspapers 14%, magazines 29%, supplements 3%, radio 3%, television 4%, outdoor 5%, business publications 37%, farm publications 3% and transit advertising 2%. The agency employs 145 persons in three offices. It expects a 5% gain in volume this year.

Vickers & Benson, Montreal, billed about $14,200,000 in 1960, compared with about $13,200,000 in 1959. The agency last year added Captain Morgan rum, Ovaltine and some new products of Best Foods Canada, division of Canada Starch. Vickers lost Jordan wines, worth about $100,000. Vickers got GM's Lincoln car account, estimated to bill about $50,000, and it also won Ford Motor's Comet car, estimated to bill $400,000. The agency's billings were invested mostly in broadcast, which got 42% of the total. Vickers employs 220 persons in two offices. It expects a 10% rise in billings this year.

Warwick & Legler Inc., New York, billed $23,000,000 in 1960, compared with $22,000,000 in 1959. Warwick last year added Transportation Corp. of America and Trans-Caribbean Airlines of Washington, D.C., Transit, Billard high protein diet supplement, Jacob Ruppert Brewery, Mennen's Citation men's line and several new products, Kessler-Hunter's Gallagher & Burton whisky, Revlon's Aquamarine lotion and fragrance, Baby Silicaire lotion and powder, Intimate fragrance, Balmain fragrances and several new products, Thayer Laboratories' (a Revlon division) Pinex remedies. The agency lost Bromo Seltzer, billing an estimated $2,500,000.

The Revlon additions at Warwick were estimated to increase by more than $1,000,000 the total of $5,000,000 already handled on Revlon products by Warwick. The Transportation Corp. billings were said to be more than $250,000. Billings breakdown: Newspapers 29.9%, magazines 26.6%, radio 10.1%, television 25.1%, outdoor 0.3%, business publications 1.9%, and art and mechanical 6.1%. The agency employs 200 persons. It expects a 15% rise in billings in '61.

Edward H. Weiss & Co., Chicago, billed $16,900,000 in 1960, including $200,000 in capitalized fees. In 1959, the agency billed $15,000,000.

Weiss last year added Crush International, billing about $350,000, G. Leblanc Corp., Thomas J. Lipton Inc., and Carling's Black Label beer (in the Midwest). It reported no lost accounts.

The agency announced an "affiliation arrangement" with Allmayer, Fox & Reshkin, Kansas City, during the year; S. Jerome Reshkin, exec vp at Allmayer, becoming a Weiss vp, bringing Lipton's Wish-Bone account with him. Billings breakdown: Newspapers 13%, magazines 15%, supplements 5%, radio 5%, television 50%, outdoor 4% and business publications 8%. The agency employs 155 persons in three offices. It expects a 20% advance in '61 volume.

ONE SINGLE GROCERY MARKET!

SCRANTON-WILKES-BARRE-HAZLETON $189,011,000

3rd IN PENNA.

39th IN U.S.A.

ROCHESTER	$186,163,000
GARY-HAMMOND-E.CHICAGO	$185,379,000
PHOENIX	$185,170,000
FORT WORTH	$182,501,000
HARTFORD	$182,287,000
SAN ANTONIO	$180,862,000
SYRACUSE	$174,509,000
AKRON	$165,315,000
BIRMINGHAM	$163,101,000
MEMPHIS	$162,363,000
NORFOLK-PORTSMOUTH	$161,347,000
SACRAMENTO	$160,306,000
YOUNGSTOWN-WARREN	$156,343,000
SPRINGFIELD-HOLYOKE	$154,142,000
TOLEDO	$152,056,000
ALLENTOWN-BETHLEHEM-EASTON	$144,009,000

FOOD STORE SALES SRDS CONSUMER MARKETS JAN. 6, 1961

SCRANTON WILKES-BARRE HAZLETON SHOWS AN INCREASE OF MORE THAN $20,000,000 FROM JULY 1, 1959 TO JULY 1, 1960

The Scranton Times

SAWYER-FERGUSON-WALKER COMPANY, INC., National Representatives NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ATLANTA • LOS ANGELES • SAN FRANCISCO

49 Agencies Billed $5-10,000,000 in 1960

Total Shrinks as Five Agencies Merge, Eight Move to Higher Bracket

NEW YORK, Feb. 23—Some 49 advertising agencies had billings ranging from $5,000,000 to $10,000,000 in 1960.

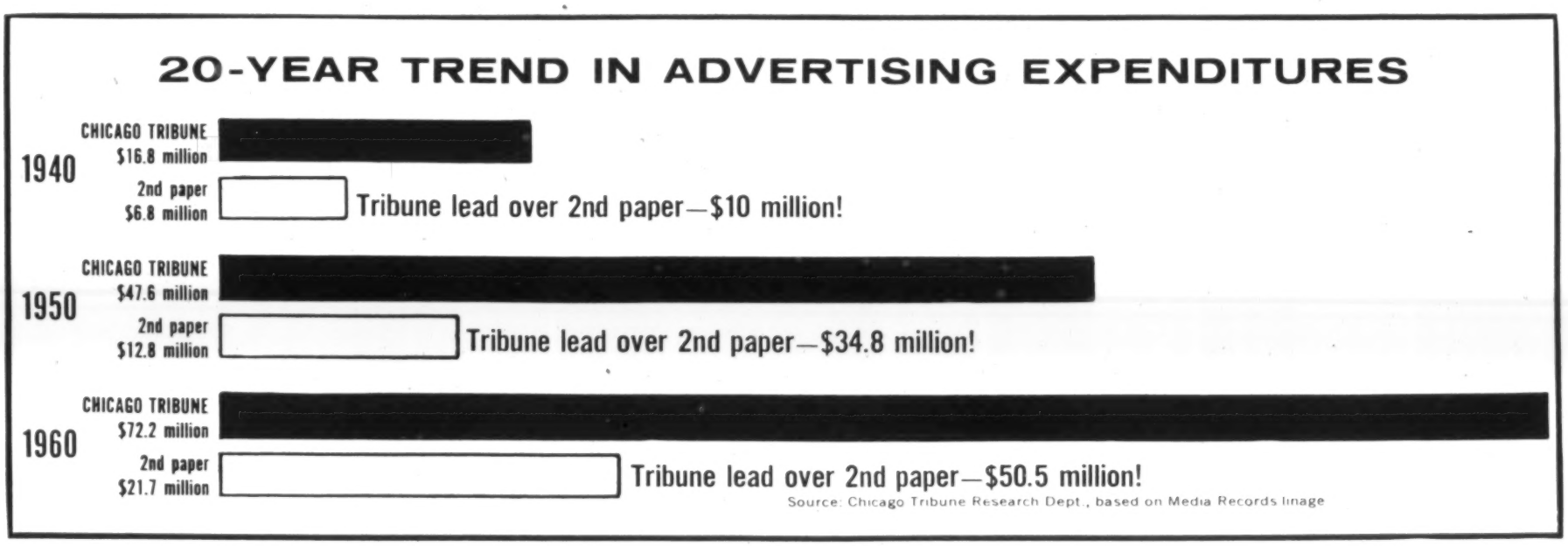
This compares with 57 agencies in the bracket in 1959. Nine agencies from the bracket in 1959 moved up into the over-$10,000,000 category in 1960, five agencies merged, four dropped below $5,000,000, one dissolved, and nine new entries appeared in the group in 1960.

■ Seven agencies reported that they had passed the $5,000,000 mark. They were Jordan, Sieber & Corbett, Don Kemper Co., Richard K. Manoff Inc., T. N. Palmer & Co., Schram Advertising Co., Robert E. Wilson Inc. and Wexton Co. Three agencies, Cohen & Aleshire, Henri, Hurst & McDonald and Sackel-Jackson, dropped back into this bracket from the over-$10,000,000 category.

■ Agencies moving up into the over-$10,000,000 bracket were Aitkin-Kynett; McConnell, Eastman Co.; Daniel & Charles; Biddle Advertising Co.; Arndt, Preston, Chapin, Lamb & Keen; Aubrey, Finlay, Marley & Hodgson and Hicks & Greist.

Several more entered the over-$10,000,000 bracket through merg-

The trend in Chicago increased the Tribune's lead over the second newspaper to more than $50,500,000



As shown by the chart above, advertisers turn increasingly to the Tribune in their drive to get maximum sales in the expanding Chicago market.

In 1940, they placed over $10,000,000 more advertising in the Tribune than in the second Chicago newspaper. By 1950, they had increased the Tribune's lead to over $34,800,000. Last year, the Tribune's lead was over $50,500,000.

These facts make clear that the Tribune is the newspaper which has what it takes to get the results you want. Daily and Sunday, it reaches a buying audience of millions at economical rates.

For greater sales in 1961, put the selling power of the Tribune to work for you.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

ers. Brooke, Smith, French & Dorrance merged with Ross Roy Inc., L. H. Hartman Co. merged with Grey Advertising, Caples Co. merged with Geyer, Morey, Madden & Ballard, and Anderson & Cairns merged with James Thomas Chirurg Co. Canada's Spitzer & Mills merged with Ted Bates & Co.

It is the policy of ADVERTISING AGE to report billings of all agencies believed to bill $5,000,000 or more. Below $5,000,000, only those agencies which voluntarily supply their billings are reported.

■ Three agencies which reported billings of $5,000,000 or more last year are dropped from this year's listing because they did not return their questionnaires and they are not believed to have billed $5,000,000 in 1960. They are Brown & Crane (formerly Brown & Butcher), Product Services Inc. and Fulton, Morrisey Co. John C. Dowd Inc. reported billings below $5,000,000 for 1960. Joseph Katz Co. of New York dissolved, following the loss of the Amoco account.

Estimating 1961 volume, 13 agencies said they expected to be up 5% or 10%, nine agencies 10% or 20%, three agencies 20% or 30%, one agency 30% or 40%, one agency 40% or 50%, one agency up less than 5%.

Seven agencies said they expect billings to remain about the same. Two expected a rise but gave no percentage and none forecast a drop in their volume.

Detailed reports on each of the 49 agencies, arranged alphabetically, follow:

Burke Dowling Adams Inc., Atlanta, billed $5,348,800 in 1960, compared with $5,181,424 reported in 1959. It added Brown Stove Works and Holeproof Corp. during the year, and reported no losses. Newspapers got more than 57% of the billings, magazines 16%, radio 14%, television 7% and outdoor 5%. There are 67 employes in one office and a 5% increase is expected in 1961 billings.

Adams & Keyes, New York, reported billings of $9,070,000 in 1960, of which about $1,800,000 represented capitalized fees. Adams & Keyes was formed April 1, 1959 and billings for that year were reported at a 12-month rate of $9,200,000. Early in the year, the agency suffered the loss of Curtiss-Wright Corp., associated with the Adams wing for some 20 years. Another important loss was Fiat Motor Co. On the plus side Dejur Amsco was added and, effective next March 1, major additional billings for the Stauffer Chemical account. Newspapers got about 20% of the billings, magazines 40%, radio less than 5%, television 1%, production 10% and fees 20%. There are 72 employes in two offices and 1961 volume is expected to rise at least 10%.

Baker Advertising Agency, Toronto, billed $6,680,000, compared with $6,350,000 reported in 1959. No account changes were reported. Baker has 115 employes in two offices and expects a 16% increase in 1961 billings.

Victor A. Bennett Co., New York, billed an estimated $6,000,000 in 1960, up 10% from the $5,500,000 estimated for 1959. The increase stemmed from increased expenditures by some clients and from new billing by clients added during 1959.

The agency had its first full year's billing from such accounts as Harvey's wines and sherries, Rodex coats and Cunard-Union Castle Lines. The shop's major clients are Heublein, British Overseas Airways Corp., Longines-Wittnauer and British Woolens. No important accounts were lost during the year.

A new office was opened in San Francisco, giving the agency and its public relations subsidiary, Bennett Associates, five offices, two of them in Europe (London and Brussels). The agency also owns an interest in Pemberton, Freeman, Bennett & Milne, Canadian agency. It has more than 60 employes and expects a further gain in billings in 1961.

Botsford, Constantine & Gardner, Portland, Ore., billed $7,606,500, of which $1,472,000 was in capitalized fees, compared with $6,479,000 billed and $1,076,200 in fees in 1959. Accounts added were Blue Cross of Oregon, Lloyd Corp., Home Utilities Inc. and West-Holliday Co.; two "minor" accounts, *Seattle Times* and Holst & Male, were lost. Dean Lierle joined the agency as creative director, Paul Kamman as art director. Robert H. Root was appointed manager of the Seattle office. Newspapers got 19% of the billings, magazines 31%, radio 5%, television 12%, outdoor 18%, business publications 13% and point of sale 2%. The agency has 66 employes in four offices and a 10% increase is forecast for 1961.

Burdick & Becker, New York, billed $7,457,455, of which $3,838,326 was in capitalized fees. In 1959 it reported billings of $6,249,308, of which $3,033,449 was in capitalized fees. Accounts added were Knoll Pharmaceutical Co., Coty Inc., Wm. H. Rorer Inc. and White Laboratories. No losses were reported. The agency is an ethical drug specialist and places all its billings in business publications. It has 70 employes in one office and expects a 25% volume increase in 1961.

Cohen & Aleshire, New York, does not report its billings and they are estimated to have been close to $9,000,000 in 1960, down from the $11,000,000 estimated for 1959. The agency had an ill-fated merger with John C. Dowd Inc. in 1959, contingent on getting a chunk of Seagram (Lord Calvert) liquor business. Seagram fell through, so did the merger and, in June, the present name was resumed after a year of operation as Cohen, Dowd & Aleshire. Most of the accounts that came in with the Dowd merger, including Alitalia-Italian Airlines and several fashion accounts, left after its demise. Other accounts gained during the year included Rhodes Pharmacal Co.'s Imdrin, an unidentified item for Pannett Products, and Flotill Products (Tillie Lewis low calorie foods and salad dressings). Lost were Pharmacraft Corp.'s Fresh and Ting, Frenchette, Hampden-Harvard Breweries, Incress Line's M.S. Victoria, and Chattanooga Medicine Co. (Black Draught, Dyrid). About 60% of the agency's billings went into broadcast media, the remainder into print. The agency has about 60 employes in one office.

Cole, Fischer & Rogow, New York, billed $8,460,000, including $360,000 in capitalized fees, in 1960. In 1959 billings were $8,225,200, including $400,200 in capitalized fees. Towards the close of 1960 the agency added Los Angeles & San Diego Dodge Dealers, Candy-Grams and National Theaters. No losses are reported. Newspapers got 18% of the billings, magazines 12%, radio 15%, television 45%, outdoor 4%, business publications 1%, transit advertising 1%, point of sale 2% and other media 2%. There are 65 employes in two offices.

Cole & Weber, Portland, Ore., billed $6,825,012, of which $393,863 was in capitalized fees, compared with $6,630,046 in 1959, including $405,675 capitalized fees. These figures are for the fiscal period ending Sept. 30. The agency added the lumber and plywood division of Weyerhaeuser Co. Newspapers got 11% of the billings, magazines 24%, radio and television 20%, car cards and outdoor 5%, business publications 12% and other media about 12%. There are 82 employes plus a freelance art staff of seven in three

One of Intaglio's first employees, Edward Schurmann, stands at the entrance of the Long Island City plant on the day of his retirement in 1958. A photographer, he joined the company just after it was formed in 1936.

Silver anniversary
with golden opportunities!

In September, 1936, Intaglio Service Corporation was founded with an idea and an inspiration, to create a service for gravure.

For the first time in history, Intaglio supplied duplicate positives of the same advertisement to different printers at the same time...making it possible for an advertiser to run one ad simultaneously in a number of cities...with a tremendous improvement in uniformity and quality!

Intaglio has since continually scored famous firsts.

In the 1930's, Intaglio brought craft skills to publications, advertisers, and agencies...with the News-Dultgen license, adapted and refined the commercial duplication of positives...pre-proofed positives in place of trial runs . . . and pioneered cylinder engraving for packaging printers.

During the 40's, Intaglio led in color separation techniques and color process packaging development . . . perfected the 3-point register system, color correction, and stripping methods.

In the 1950's, Intaglio successfully spearheaded four-color preprints for newspapers: coordinated the activities of publishers, printers, and agencies in the emergence of this new and spectacular means of advertising.

Intaglio provided research leadership, co-founded the two outstanding organizations, Gravure Research, Inc., and the Gravure Technical Association.

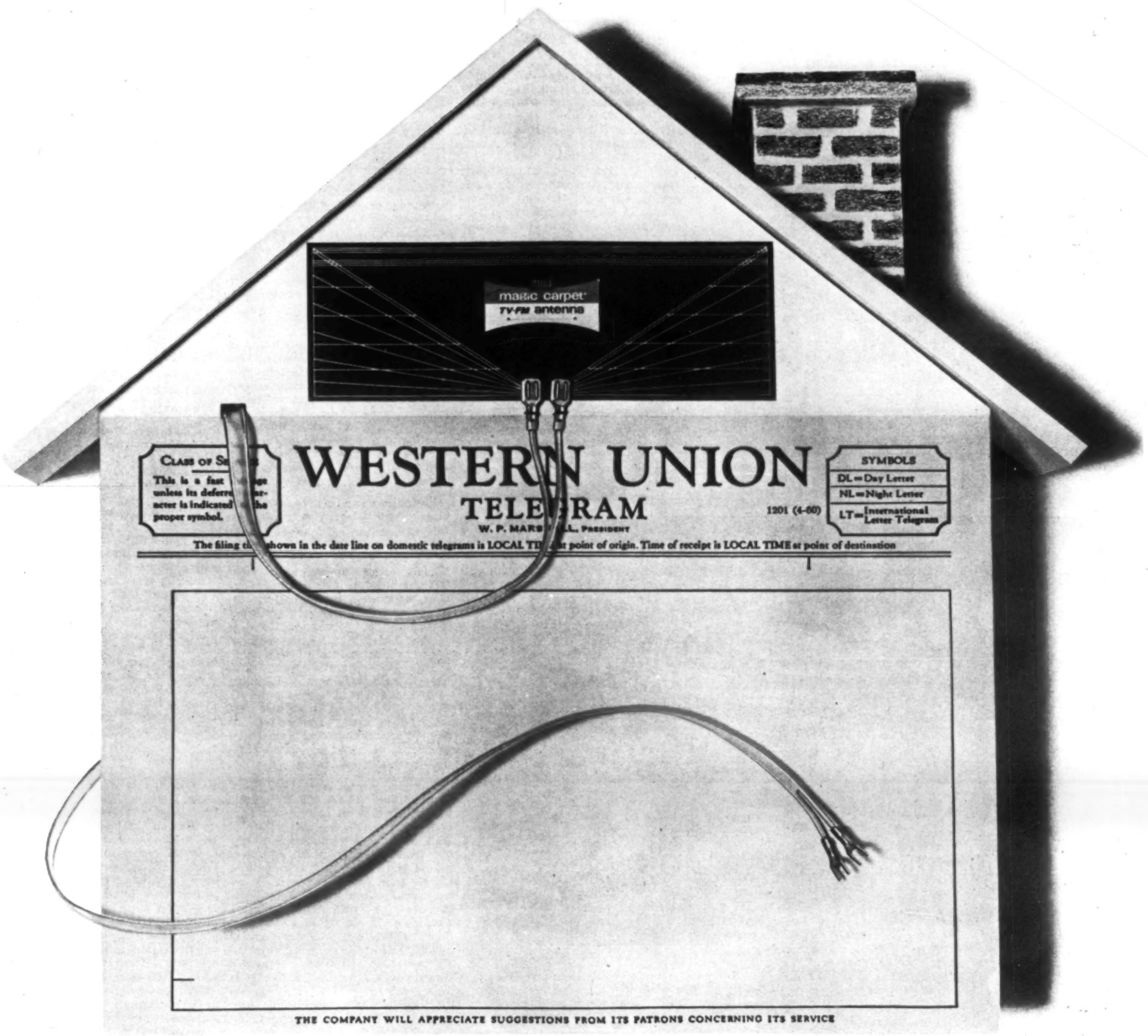
In these years, Intaglio has grown from a staff of three in a studio to our 500 highly skilled craftsmen (35% with us 10 years or longer), five plants, eight offices! At its silver anniversary, Intaglio offers new golden opportunities in gravure!

Intaglio SERVICE CORP.

Intaglio Service CORPORATION

America's First Gravure Servicers

305 East 40th St., New York—731 Plymouth Court, Chicago—40 Hague Ave., Detroit—1828 Lewis Tower Bldg., Philadelphia—126 West McMicken Ave., Cincinnati—1932 Hyperion Ave., Los Angeles—369 Pine St., San Francisco—Box 508, Boston



How a new TV antenna clicked for Jerrold Electronics ...with Telegrams-For-Promotion

A good promotion demands the right message delivered in the right way at the right time.

Knowing this, Jerrold Electronics turned to Western Union to introduce its "Magic Carpet" . . . a revolutionary new type of TV antenna for use inside the home

Here's how Telegrams-For-Promotion told a powerful story in a powerful way.

Every sales rep was put on the receiving end of a series of compelling telegrams. Not only were they kept informed; they were kept *excited.* Response was immediate. In the first 60 days, over $500,000 worth of antennas were sold!

How about an imaginative use of Telegrams-For-Promotion for your next sales push? Write a sizzling sales message, then hand it to us with your list of sales reps, wholesalers, customers, or prospects. We'll do the rest!

More information? Just fill in the coupon and send it to us by collect wire. Or write to us on your letterhead.

WESTERN UNION
TELEGRAM

Special Services Division, Dept. A-2 **COLLECT**
Western Union Telegraph Co.
60 Hudson Street, New York, N. Y.

Please send me more information, without obligation, about your Telegrams-For-Promotion Service.

Name_____

Company_____ **Title**_____

Address_____

City_____ **State**_____

Western Union Special Services . . . for action!

TELEGRAMS-FOR-PROMOTION • OPERATOR 25 • SURVEY SERVICE • AD DISTRIBUTION SERVICE • TELEGRAM-PLUS

offices. The agency merged with Condon Co., effective in February, 1961, and this, plus new business, will result in "sizable" volume increase this year.

Lawrence Fertig & Co., New York, does not report its billings and they are estimated to be about $8,000,000 in 1960, compared with estimates of $8,100,000 the two previous years. The agency bills primarily for National Distillers Products Corp. Last year Philip Lukin, exec vp, was named president, succeeding Lawrence Fertig, who remains board chairman and treasurer. Newspapers got about 58% of the billings, magazines about 18%, outdoor 17% and business papers 7%. The agency has about 90 employes and expects 1961 volume to be about the same as 1960.

Foster Advertising, Toronto, billed $9,600,000, including capitalized fees, compared with $9,000,000 in 1959. It added the livestock division of Ralston Purina Co. Ltd., effective Jan. 1, 1961, and among last year's additions were Crane Ltd., Cordon Bleu Ltd., Lucien Bangie Inc. and others. No losses are reported. Foster has 150 employes in three offices and a 10% increase is forecast in 1961 volume.

Gaynor & Ducas, New York, reported billings of $6,100,000 in 1960, compared with $5,274,158 in 1959. Accounts gained were Albert C. Martin Co., H. C. Brill Co., FMA Inc., International Telephone & Telegraph (components and distributor products divisions, Federal Laboratories), Collsman Instrument Co., New England Canning Co., Planning Research Corp., Seaboard & Western Airlines and General Precision Inc. Losses included UAT French Airlines and Itek Corp. Magazines got 49% of the billings, newspapers 17%, business publications 9% and radio, television, outdoor, farm publications and point of sale 5% each. The agency has 65 employes in one office and expects a rise in 1961 volume.

ANNIVERSARY—*Knox Reeves Advertising started 1960, its 25th anniversary, with a new president, Robert W. Stafford.*

Bert S. Gittins Advertising, Milwaukee, billed $5,136,000 in 1960, compared with $5,500,000 in 1959. It added American Breeders Service, and reported no losses. Miscellaneous media got 55% of the billings, business publications 42% and radio and television 3%. Gittins has 62 employes in one office and 1961 volume is expected to be about the same as last year.

Gotham-Vladimir Advertising, New York, does not report its billings and is estimated to have billed about the same as in 1959, when it was $6,250,000, although agency profits increased in 1960. The agency regained Schlitz export advertising and lost the international division of Minneapolis-Honeywell Regulator Co., effective Jan. 1, 1961. At the annual board of directors meeting held earlier this month, vps Rufus Choate and William V. Ricglane joined the board and Daniel C. Kaufherr became a senior vp. About 60% of the agency's billings are international, the remainder domestic. It has four offices employing about 100 people.

Monroe Greenthal Co., New York, billed $6,126,000, of which $1,045,000 was in capitalized fees, compared with a revised figure of $5,362,000 billed, including $710,000 capitalized, in 1959. Accounts added were Spencer Taylor hotels, Carol Management (Gracie Towers) real estate, Otto Preminger Enterprises (Exodus, Critic's Choice, etc.), Great Western Producers (Whyte & Mackay Scotch) and Rugoff & Becker (Murray Hill Theater). No losses were reported. Newspapers got 51% of the billings, magazines 11%, supplements 6%, radio 13%, television 10%, outdoor 3%, transit advertising 2%, point of sale 2% and miscellaneous 2%. The agency has 63 employes in one office and expects a 15% increase in 1961 billings.

F. H. Hayhurst Co., Toronto, billed $8,712,000, of which $1,411,000 was in capitalized fees. The agency reported revised 1959 billings of $8,141,209, including $1,683,879 in capitalized fees. Accounts added included Schick Safety Razor Co., Societe Radio Canada, Rock City Tobacco (Craven 'A' and Sportsmen) and Nestle (Canada) Ltd. (rice pudding). The agency lost Warner-Lambert (Canada) Ltd. in May and Procter & Gamble Co. of Canada Ltd. (Camay and industrial) in July. Newspapers got 28% of the billings, magazines 17%, supplements 2%, radio 13%, television 10%, outdoor 4%, business publications 6%, farm publications 3%, transit advertising 1%. There are 131 employes in five offices and 1961 volume is expected to increase 15%.

Henderson Advertising Agency, Greenville, S. C., did not report its 1960 billings and they are estimated by AA to have been close to $6,000,000, including capitalized fees. In 1959 the agency reported billings of $5,200,000. Billings on the agency's major client, Texize, are believed to be down, but the addition of new accounts, plus new markets for Miles Laboratories, offset this drop. New accounts were Sea Pak Corp.; Elanco Products, a division of Eli Lilly & Co., marketing lawn and garden products; Saco Lowell, and Wunda Weve Carpets. Lost was the South Carolina State Development Board. Television got about 70% of the billings, newspapers and magazines 10% each, business publications 5%, radio 2% and direct mail 3%. The agency has 51 employes in one office and 1961 billings are expected to rise a minimum of 10% or 15%.

Henri, Hurst & McDonald, Chicago, reported billings of $7,500,000 in 1960—a sharp decline from 1959 billings which were estimated by the agency at $12,000,000. The loss of 13 accounts in 1959 was reflected for the first time in 1960.

Last year, the agency added Myzon Laboratories ($100,000); Burny Bros. ($100,000); International Research & Development Corp. and the commercial electronics division of Admiral Sales Corp. Henri, Hurst lost the LaSalle National Bank ($200,000) and the Vitality shoe division of International Shoe Co.

Billings breakdown: Magazines 39%, newspapers 23%, television and radio 21%, outdoor 4%, business publications 4% and farm publications 9%. The agency said it had 71 employes in one office at the close of last year.

Key personnel promotions at the agency included the election of James Pat Sweeney, -vp and account supervisor on Admiral, to the board of directors; Arthur Decker was named senior vp and John B. McKeon, marketing director, was promoted to vp.

The agency estimated that its 1961 volume will rise 10%.

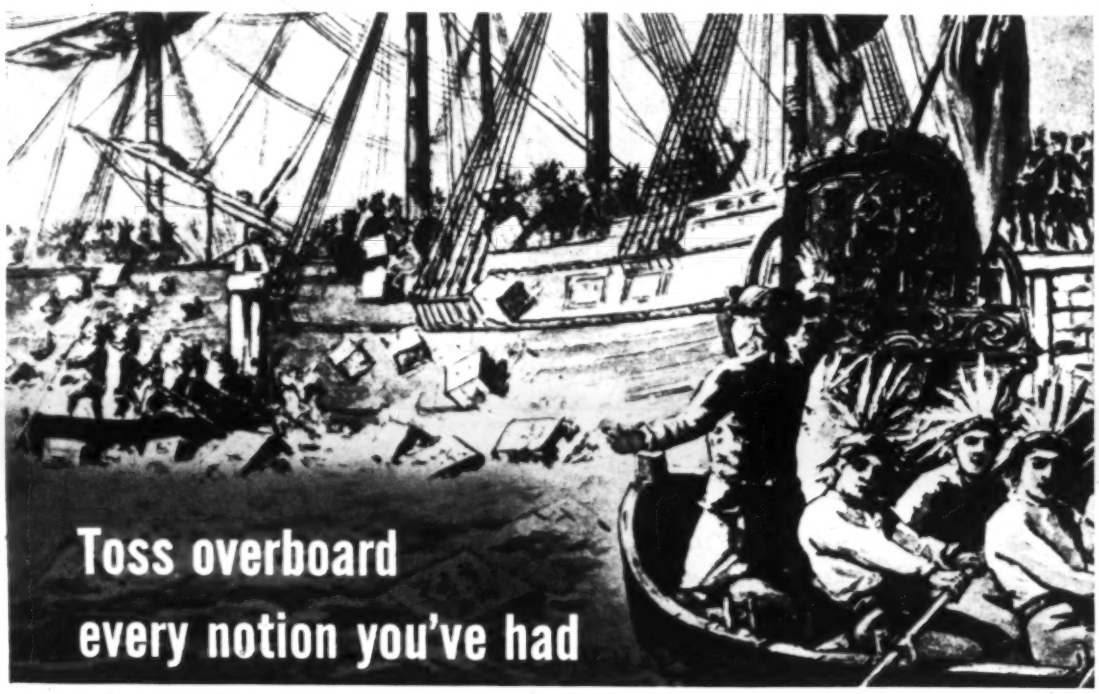
Hixson & Jorgensen, Los Angeles, billed $9,338,000 compared with $8,600,000 in 1959. Accounts added were Comet Dealers Assn., Lear Inc., Motorola Aviation Electronics Inc., Utter McKinley Mortuaries and Western Precipitation; dropped were Armstrong Nurseries and Transcon Lines. Newspapers got 22% of the billings, magazines and business publications 11% each, supplements, farm publications, transit advertising and point of sale 2% each, radio 10%, television and outdoor 12% each, art and production 14%. The agency has 89 employes in two offices and predicts a 5% increase in 1961 billings.

Johnson & Lewis, San Francisco, billed $6,872,575 in 1960, of which $2,210,843 was in capitalized fees and $8,593 in foreign billings. In 1959 the agency billed $7,202,150, of which $2,332,475 was in capitalized fees. Rheem Semiconductor Corp. was added in June; no losses were reported. Newspapers got nearly 35% of the billings, magazines 33%, radio 6%, television 3%, outdoor 18%, business publications 1% and transit advertising 4%. The agency has 61 employes in two offices and expects to do the same volume of billings in 1961 as in '60.

Jordan, Sieber & Corbett, Chicago, billed $5,360,000 in space, time and capitalized fees, compared with $4,336,000 reported the previous year. Accounts added were the Geo. A. Breon & Co. and Cook-Waite Labs divisions of Sterling Drug; Ives-Cameron Co. division of American Home Products and Lakeside Laboratories division of Colgate-Palmolive Co. An ethical drug specialist, the agency put 45% of billings in business publications, while direct mail got 35%, point of sale

It's not the size of the space that matters... it's the size of the idea!

ERWIN WASEY, RUTHRAUFF & RYAN, INC. ADVERTISING
711 THIRD AVENUE, NEW YORK 17, NEW YORK OX 7-4500
CHICAGO • DALLAS • HOUSTON • LOS ANGELES • NEW YORK • PHILADELPHIA
PITTSBURGH • ST. PAUL • SAN FRANCISCO • GLASGOW • NEWCASTLE-ON-TYNE
LONDON • STOCKHOLM • TORONTO



about Boston newspapers

All the old linage figures for Boston newspapers belong in the harbor with the Oolong and the Pekoe.

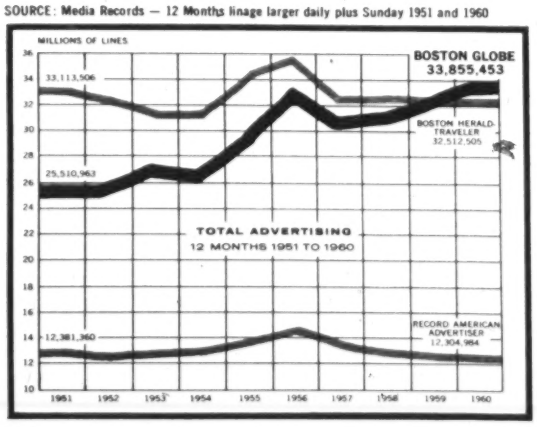
Just 10 years ago The Globe was in second place by 8 million lines. Today we're a clear-cut first, and, in every major advertising classification, we're showing greater gains than the runner-up.

One reason is that advertisers like The Globe's big, daily, 335,941 circulation — practically unduplicated circulation, too, since hardly anybody reads *both* the Morning Edition and the Evening Edition.

What's the reason for our circulation growth? We think it's our good editorial policy (we won more journalism awards last year than all other Boston newspapers combined) — complete, non-partisan presentation of the news — and a deep-roots-in-Boston attitude. Readers go for it.

So, send up a smoke signal for The Boston Globe salesman. He'll come by with facts and figures.

SOURCE: Media Records — 12 Months linage larger daily plus Sunday 1951 and 1960



The Boston Globe is now first in total advertising linage by 1,342,948 lines

A MILLION MARKET NEWSPAPER
NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

He helps *run* a manufacturing plant.

He needs good ideas and good equipment to do a good job.

He reads FACTORY to find both

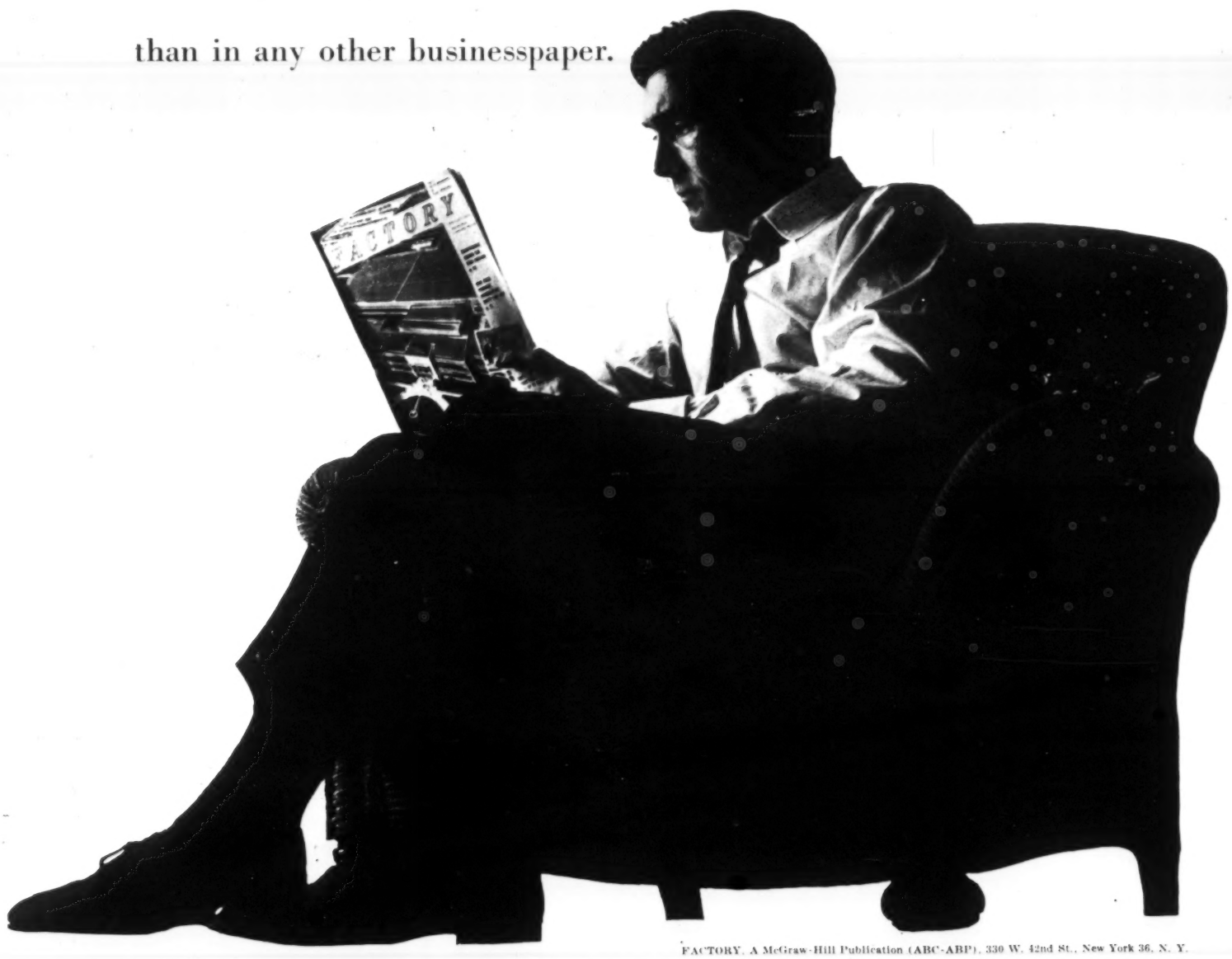
... and because he gets in FACTORY

so much he can't get anywhere else.

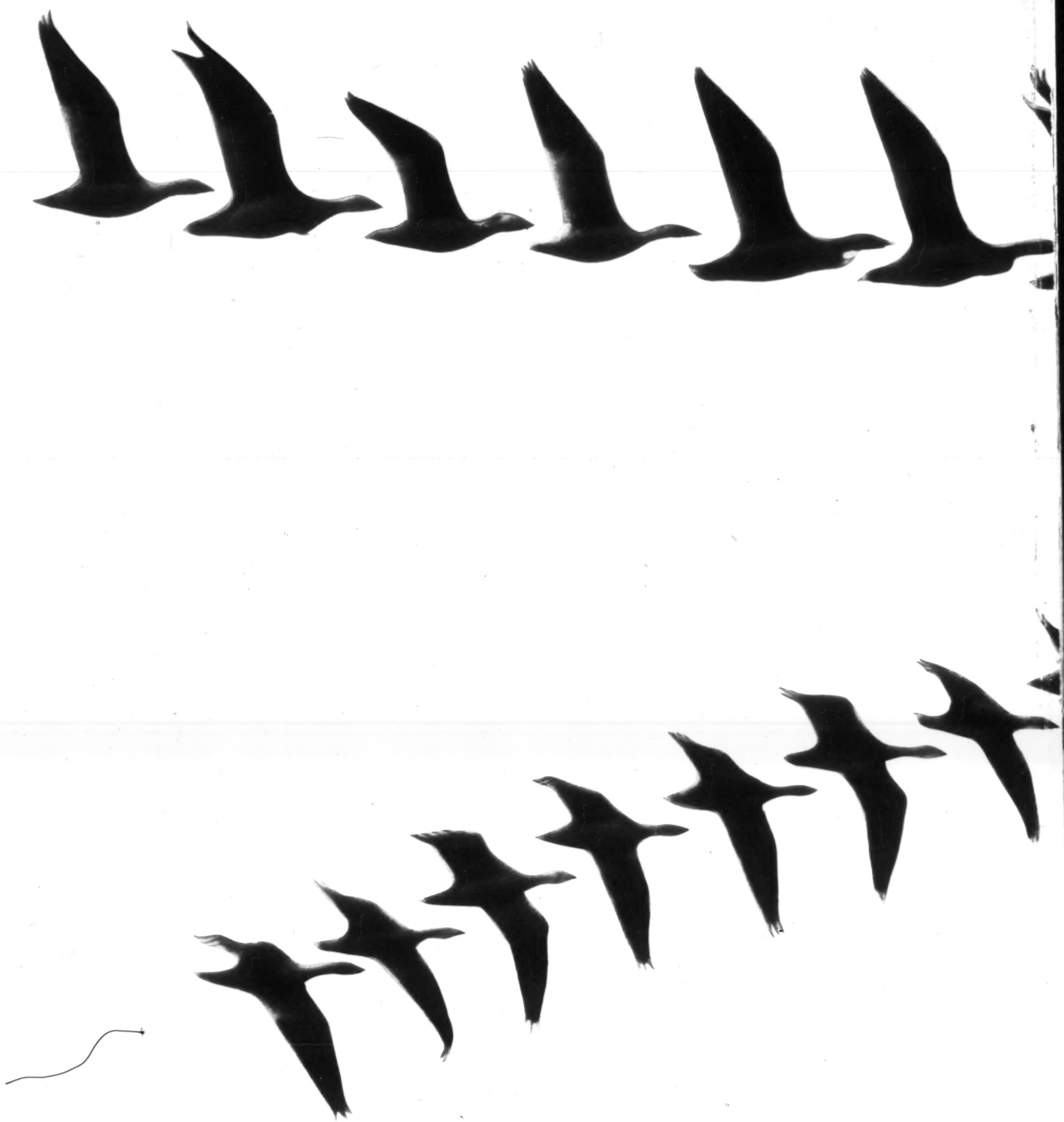
Your advertising in FACTORY reaches more of these men

who manage plant operations, at lower cost,

than in any other businesspaper.



FACTORY, A McGraw-Hill Publication (ABC-ABP), 330 W. 42nd St., New York 36, N. Y.



There is nothing harder to stop than a trend.

NETWORK	WEEKDAY AVERAGE RATING MONDAY THRU FRIDAY	OVER-ALL AVERAGE RATING FOR WEEK MONDAY THRU SUNDAY
ABC-TV	21.2	20.7
NET Y	17.0	19.5
NET Z	17.1	16.1

*Source: Program Appraisal Supplement to National NTI Report for 6 weeks ending February 5, 1961. Nielsen 24 Market TV Report, Average Audience Sunday 6:30-11 P.M. Monday through Saturday 7:30-11 P.M.

Each of the 6 Nielsen TV Reports* issued thus far in 1961 tell precisely the same story: ABC-TV is the strong network on week nights and the leading network all week.

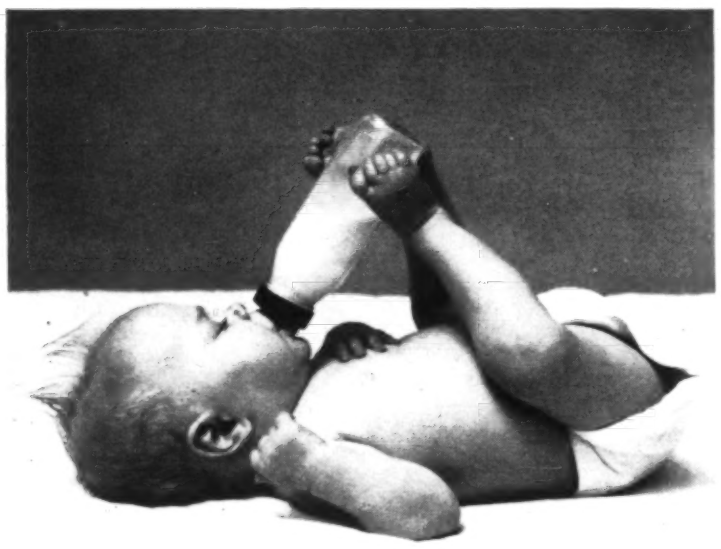
The trend in '61 is very definitely to ABC-TV.

10% and other media 10%. The agency has 66 employes in two offices and expects a 20% rise in 1961 volume.

Don Kemper Co., Dayton, billed $5,000,000 in 1960, compared with $4,500,000 in 1959. This is the first time the agency has reported its billings and it is a new entry into the ranks of the $5,000,000 group. Accounts added in 1960 were LiqueFreeze, Interstate Folding Box, Volvo marine division and Pfaff International. There were no losses reported for the year, but in February, 1961, Pfaff moved out. Newspapers, magazines and business publications got more than 50% of the billings. Kemper has 45 employes in three offices and 1961 volume is expected to increase by at least 10%.

Lang, Fisher & Stashower, Cleveland, does not report its billings and AA estimates them to have been about $6,100,000 in 1960. AA's 1959 estimate was $5,250,000 and the agency said this was "substantially inaccurate." Accounts acquired were Fisher Bros. Co. and Lyons Transportation Co. The agency lost the relatively inactive midwest account of Carling Brewing Co.'s Black Label, retaining the national account. Radio and television got 68% of the billings, publications space 9%, outdoor 2%, transit 1%, print production 9% and service fees 11%. The agency has 72 employes.

Lewis & Gilman, Philadelphia, billed $5,200,000 in 1960, of which $458,629 was in capitalized fees, compared with $5,500,000, including $400,000 in capitalized fees, in 1959. Accounts added were Frick Co. and C. H. Wheeler-Griscom-Russell; lost was Ives Cameron. Magazines got 60% of the billings, radio 20%, television 10%, newspapers 6% and other media 4%. The agency has 55 employes in one office and expects a 10% increase in 1961 volume.



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Liller, Neal, Battle & Lindsey, Atlanta, billed $6,631,000 in 1960, of which $1,845,000 represented capitalized fees. The agency did not report billings for 1959. Two accounts were added during the year, Continental Gin Co. and Kinnetts Ice Cream Co. Billings breakdown: Newspapers 20%, magazines 22%, radio 21%, television 25%, outdoor 3%, business publications 2%, farm publications 3%, transit advertising 3% and point of sale 1%. The agency employs 74 persons in three offices and expects a 12% increase in 1961 volume.

Earle Ludgin & Co., Chicago, billed an estimated $5,700,000 in 1960, approximately the same amount as it billed in 1959 (AA's 1959 estimate of $6,700,000 was too high). Although the agency does not release actual billing figures, it did tell AA that the second half of 1960 was "much better" than the first half, and predicted that in 1961 billings might reach $8,000,000. During the year Ludgin added Jewel Tea, the *Chicago Sun-Times* and *Daily News*, Selfix Products, Sealy Inc., and five divisions of Union Tank Car (it got the parent account in November, 1959); the agency lost Eversweet Corp. in June.

In April Ralph Whiting, vp, account supervisor and chairman of the executive committee, left to join Young & Rubicam; in July David G. Watrous came to Ludgin (from Tatham-Laird) and assumed the duties and titles formerly held by Mr. Whiting.

Print media accounted for 62% of the agency's 1960 billings; in '59 print accounted for more than half of total billings. Ludgin has 72 employes.

MacFarland, Aveyard & Co., Chicago, does not report its billings and they are estimated to have been about $8,300,000 in 1960, compared with an estimate of $8,700,000 in 1959. La Salle National Bank was added in January and Wayne Knitting Mills was dropped in December. The agency has 80 employes and expects a 20% to 25% rise in billings in 1961.

Richard K. Manoff Inc., New York, reported that it has now entered the ranks of the $5,000,000 agencies with commissionable billings and fees of $5,100,000 in 1960. In 1959 it reported $3,900,000 billed. During the year it added Butcher Polish Co., and dropped Oakite. Television got 85% of the billings, newspapers, magazines and radio 5% each. The agency has 41 employes in one office and forecasts an 18% increase in 1961 billings.

McCarty Co., Los Angeles, had $6,000,000 in billings and capitalized fees, compared with $6,100,000 in 1959. No important account changes are reported and a media breakdown is "not available." Page Otero, who left in 1959 to form Otero & Winters, rejoined in January, 1961, bringing 11 accounts reportedly billing $200,000. There are 85 employes in six offices and 1961 volume is expected to be about the same.

Arthur Meyerhoff Associates, Chicago, billed $9,821,634, of which $83,000 was in capitalized fees, compared with $8,571,918, of which $165,000 was capitalized, in 1959. Accounts added were Ocean Products Inc., Evans Fur Co. and Slim-Shake and Slim-Aid products. Myzon Laboratories, formed by the Meyerhoff family in 1950, was sold and the account went to Henri, Hurst & McDonald. The agency continued a reorganization begun the previous year with the appointment of Benjamin J. Green as vp. Radio and television got 93.93% of the agency's billings, newspapers 5% and magazines, outdoor and business publications less than 1% each. Meyerhoff has 75 employes in two offices and 1961 volume is expected to be about the same as 1960.

Hold On to It!

Every year the demand for ADVERTISING AGE's annual agency billings issue increases. Because of its value as a permanent reference, AA suggests that each reader file his copy were it can't be lifted. We will gladly fill all the requests we can for additional copies but eventually the supply runs out. So . . . please hold on to it!

Miller Advertising, New York, billed $5,515,000 in 1960, of which $685,000 was in capitalized fees, compared with $5,100,000, including $1,250,000 in capitalized fees, in 1959. The agency commented: "Over 50 new accounts were secured in 1960 . . . all of them important, although none of them could be considered large. We serve a tremendous number of relatively small accounts. We lose less than one account for every ten new ones we get. Many of the accounts we lose come back unsolicited." Newspapers got 80% of the billings, magazines 6%, radio 5%, television 2%, business publications 4% and outdoor, transit advertising and other media 1% each.

John F. Murray Co., New York, does not report its billings and they are estimated at about $5,000,000, the same figure used for the past several years. Murray is a house agency for Whitehall Pharmacal Co. and other divisions of American Home Products, where it is headquartered.

Robert Otto & Co., New York, reported billings of $5,500,000 for 1960, compared with $6,100,000 in 1959. All of the agency's billings represent advertising outside the U.S.

During the year the agency added Carrier and Carter Products; it dropped Remington Rand, Northam-Warren and Corn Products. Otto recently went through a major reorganization. Robert Otto, president and chairman, has resumed active direction of the agency, following the departure of Frank McCullough, who came in as general manager at the start of 1960. The agency's Canadian branch was sold to Baker Advertising Agency, and in Mexico Raul A. Ruiz was installed as the new office manager, replacing Ignacio Carral. Billings breakdown: Newspapers 12%, magazines 24%, supplements 2%, radio 27%, television 15%, business publications 15% and cinema 5%. The agency has 165 employes in six offices (more than half of them in the five offices outside the U.S.). It sees 1961 about the same as 1960.

T. N. Palmer & Co., New York, reported billings of $6,839,035 in 1960, with no breakdown given for billings and capitalized fees. In 1959 the figure was $1,314,421.

The agency was formed in November, 1958, under the name of Palmer, Codella & Associates. Last June, John Codella, treasurer, resigned, and the name was changed in November. Clients added during the year included *American Metal Market*, American Yachting Systems Inc., Easy Walker Shoe Co., Hartley Art Course, Hendrick Mfg. Co., R. Hoe & Co., *Industrial Equipment News*, Simplified Tax Records Inc., *Thomas' Register*, Vital Plastics Inc., National Cleaning Contractors Inc., Middle South Utilities and Tyrex Inc. (for public relations and merchandising services). Newspapers got 5% of the billings, magazines 15%, business publications 35%, publicity 30% and merchandising services 15%. Palmer has 70 employes in three offices. A 50% increase is expected in 1961 billings.

Roche, Rickerd & Cleary, Chicago, billed $5,177,273, of which $151,550 was capitalized fees, compared with $5,486,842 and $266,500 in 1959. Accounts added were North American Car Corp., Fairmont Aluminum Co. (division of Cerro de Pasco), Weber Marking Systems Inc. and Speedway Mfg. Co. (division of Thor Power Tool Co.). The agency dropped Wilson Sporting Goods and the Superba passenger account of Checker Motors Corp. John P. Roche, 70, retired principal and founder, died Jan. 23. Lloyd Maxwell, 81, chairman of the executive committee, died Nov. 3. The agency has 58 employes in one office and a 10% rise in 1961 billings is expected.

Sackel-Jackson Co., Boston (formed by merger of Jackson Associates and the Sackel Co.), billed an estimated $9,000,000 in 1960. In 1959, Jackson, as the agency for Adell Chemical (Lestoil and Lestare), billed $10,100,000. Sackel-Jackson came into being about mid-year following the purchase of Adell by Standard International Corp. Adell was promptly renamed the Lestoil Products Co. Lestoil billings last year probably ran about $7,500,000. In October, Sackel-Jackson added Lincoln Foods.

Billings breakdown: Television 70%, newspaper, magazine and outdoor 15%, radio 10% and business publications 5%.

Sackel-Jackson employs 51 persons in one office. It expects 1961 billings to range from $8,000,000 to $9,000,000.

Schram Advertising Co., Chicago, reported that it is now a $5,000,000 agency, mainly on the basis of capitalized fees. Billings were $5,162,818, including $4,851,320 in capitalized fees and $311,497 in commissionable space and time. In 1959 it billed $3,742,339, of which $3,463,926 was capitalized fees and $278,412 space and time. The agency added Detroit Bullet Trap Co., General Nutrients, IRMCO, Speco Products, Metal Trees Corp. and W.A.I.T. It lost Fox Head Brewing Co. The increase in fees came from both existing accounts and new accounts. Newspapers got 15% of the billings, magazines 22%, supplements 1%, radio 3%, television 2%, outdoor 1%, business publications 20%, farm publications 5%, point of sale 4% and collateral services 30%. The agency has 20 employes in one office and expects a 5% increase in 1961 billings.

R. Jack Scott Inc., Chicago, billed $5,350,000 in 1960, compared with $5,106,000 in 1959. Accounts added were Washington National Insurance Co., billing an estimated $200,000, Gaylord Products bobby pins and hair care products, Gaylord controls division's motion detector, Glo-Rinz hair coloring products, Life Products' weight control products, Plochman & Harrison and Pilsen Brewing Co. Lost was Commonwealth Products when it was sold to Dumas Milner Co. Newspapers got 20% of the billings, television 25%, radio 20%, magazines 10%, outdoor, business publications and point of sale 5% each, transit advertising 2%, and others 8%. Scott has 40 employes and expects 1961 volume to rise 10%.

John W. Shaw Advertising, Chicago, billed $9,000,000 in commissionable billings and capitalized fees, compared with $8,500,000 in 1959. Accounts gained include E. J. Brach & Sons, Allen B. Wrisley, American Medical Assn., Monarch

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

Because all of our clients, as well as our own headquarters, are located in the West, we are quite naturally very familiar with the tremendous physical and economical growth which has taken place in the western part of the United States.

Our Media and Research Departments constantly keep us alerted to individual market characteristics and unusual circumstances.

A prime example of this is the East Bay portion of the six county San Francisco-Oakland Standard Metropolitan Area.

The "Metropolitan Oakland Market," comprised of Alameda and Contra Costa Counties among the Six Bay Area Counties, account for 43% or more of the population, births, graded school enrollment, total retail sales for food, drug, furniture, household appliances, building materials, hardware, automotive and gasoline. In addition to this, it has 46% of the personal income tax returns over $5,000. Certainly the Metropolitan Oakland Market deserves special attention.

KAI JORGENSEN, President
HIXSON & JORGENSEN, INC., Los Angeles

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG
In the TRIBUNE...

*Two out of three of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

Foods division of Consolidated Foods Corp. and Chicago Transit Authority. Shaw dropped Kemper Insurance, billing an estimated $1,000,000, and Webcor Inc.

John Shaw moved up to chairman of the board, and exec vp David E. Guerrant succeeded him as president. George A. Wilcox joined as vp and media director. During the year the agency moved to new quarters and organized a new ethical-pharmaceutical agency, Shaw-Hagues Inc., with Mr. Shaw as chairman and David N. Hagues as president and chief executive officer. Newspapers got 25% of the billings, magazines 33%, radio 16%, television 24%, outdoor 2%. Shaw has 80 employes in four offices and a 10% increase is expected in 1961 volume.

Kennedy Sinclaire Inc., Montclair, N. J., an agency with more than 90% of its billings in direct mail, reported 1960 figures of $6,835,000, all in capitalized fees, up from $5,968,000 reported in 1959. Accounts added were National Newark & Essex Banking Co., Commerce Union Bank, Liberty Bank and Southern Arizona Bank & Trust Co. There are 43 employes in one office and an 8% billings increase is forecast.

Stanfield, Johnson & Hill, headquarters Toronto and Montreal, billed $9,300,000 in 1960, of which $350,000 represented capitalized fees. In 1959, the agency billed $9,700,000, of which $273,000 represented capitalized fees.

The principal reason for the decline in total billing was the decision of the Canadian government to set a $750,000 maximum in billings for any single agency. This meant that SJ&H had to surrender the Canadian Government Travel Bureau account in U.S. magazines, although it retained government business—up to the $750,000 maximum—in its Montreal office.

Otherwise, the agency added Anka Pharmaceuticals (Wander Co.), Sandoz Pharmaceuticals, Canadian Ingersoll-Rand Co., Industrial Acceptance Corp., John Mackintosh & Sons, James Richardson & Sons, and John Labatt, B. C., Ltd. (the agency already handled Labatt in Ontario). It lost the Travel Bureau, Silex Co. Ltd., and Thomas Products Corp. (Revlon). Billings breakdown: Newspapers 29.2%, magazines 12.6%, supplements 1.5%, publications 1.8%, transit 2%, point of sale 1.5%, and "other" 24%. It has 132 employes in four offices, and forecasts 1961 volume about the same as 1960.

"Any display will increase your sales But the right one will multiply them"
VANDERPOOL Displays
A complete promotional service in all mediums — cardboard, plastic, etc.
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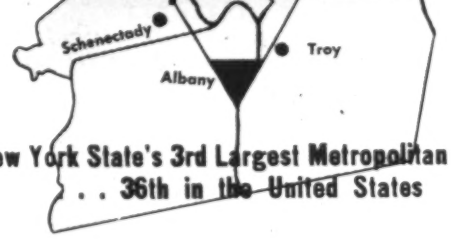
Albany's TRY Angle of Advertising Opportunity is the RIGHT Angle to Greater Sales in the Albany-Troy-Schenectady Metropolitan Area



New York State's 3rd Largest Metropolitan Area . . 36th in the United States

ALBANY'S TIMES-UNION & KNICKERBOCKER NEWS
(Now Available at New Low Combination Rates)

Provides MORE coverage at LOWER rates than the combination of all other Daily Newspapers in this all important TEST MARKET!

PICK YOUR WINNING COMBINATION
(M) Times-Union . . . 70,944 (E) Knick News . . . 66,353
Sunday Times-Union . . . 118,043
ABC Publishers' Statement September 30, 1960
The new combination rates make it possible to buy one, two or all three. This guarantees SATURATION in the Albany-Troy-Schenectady Metropolitan Area and covers the 14-county area around Albany. Best of all, particularly for test campaigns, when purchased at the optional combination rates, the the advertiser is assured one of the lowest milline rates in the country.

THE TIMES UNION AND THE KNICKERBOCKER NEWS
The Albany, New York, Newspapers Are Represented by HEARST ADVERTISING SERVICE, Inc.

Sudler & Hennessey, New York, billed $8,353,004 in 1960, which included $2,543,264 in capitalized fees. In 1959 it reported $6,035,000 billed with $3,564,911 capitalized fees. Accounts added were MCA Inc., Airequipt Mfg. Co., Jens Risom Design Inc., Sea-Land Service Inc., Jefferson Standard Broadcasting Co., Meredith Publishing Co., Tailby Nason division of International Latex, The Contemporary Affairs Society and more than a dozen new products from ethical drug clients. The agency lost the Sterling Drug division, George A. Breon Co. Maxon Davis resigned as vp and account supervisor in September. Marjorie La Neve joined in December as media director. Business publications got 47% of the billings, newspapers 8%, magazines 12%, radio 4%, television 8%, outdoor and point of sale 1% each, and other media 19%. It has 84 employes, excluding the design and art production division, in one office. A 25% billings increase is expected this year.

VanSant, Dugdale & Co., Baltimore, billed $9,615,203 in 1960, of which $2,530,906 was in capitalized fees. In 1959 the agency reported $9,145,830, of which $2,579,445 was in capitalized fees. Accounts added were Baltimore Gas & Electric Co. and Head Ski Co. Lost were American Brewery and Ownes Yacht Co. Newspapers got 18.75% of the billings, radio 8.9%, television 5.99%, business publications 30.32%, magazines 31.06% and outdoor 4.98%. The agency has 111 employes in one office and expects 1961 volume to rise 3%.

Wermen & Schorr, Philadelphia, does not report its billings, and they are estimated to have been about $7,000,000 in 1960, the same estimate as in 1959. Accounts added were Crisp Products Inc., Esslinger's Inc., Evangelical Foundation, Glenside Homes Inc., Seaboard Seed Co. No important losses were reported. Radio and television got 50% of the billings, newspapers 25%, magazines 10%, outdoor 10% and business publications 5%. The agency estimates 1961 billings will increase about 10%.

Wesley Associates, New York, said it billed $7,558,543 in 1960, of which $752,309 was in capitalized fees. In 1959 the agency reported billings of $7,408,603, of which $767,712 was in capitalized fees. Account additions include the return of General Acceptance Corp. after a one-year absence, Vernat Inc. vermouth, Evyan Perfumes, Conde Nast Publications, Frances Denney, Wins and Wise shoe stores. The agency lost Lanvin Perfumes (print advertising), Puritan Sportswear Corp., Jaumar-Ruby Inc. and said it resigned Woolfoam. Cal J. McCarthy Jr., formerly at Foote, Cone & Belding, joined in September, and was named president. L. G. Wesley, founder, became executive committee chairman. In December, John N. Jackson, exec vp for two years, resigned to join Chirurg & Cairns and Harold Breitner resigned as chairman of the plans board and senior vp to become a partner in Fladell, Harris & Breitner. Newspapers got 10% of the billings, magazines 42%, supplements 3%, radio 8%, television 33%, outdoor 1%, business papers 3%. The agency said it has 52 employes in one office and expects an 83% increase in 1961 volume.

Wexton Co., New York, reported that it is now an over-$5,000,000 agency with 1960 billings of $6,003,855, of which $1,400,480 represents capitalized fees. The agency said it billed $4,386,305 in 1959, of which $1,156,108 was capitalized fees. Accounts added during the year include Highway Trailer Industries, Magnus Organ Corp., Manger Hotels coffee, Topps chewing gum, Yale Express System, Purepac Corp. and Associated Bulb Growers of Holland. Lost were Airequipt Corp. and, early in 1961, Transogram Corp. Newspapers got 16% of the billings, magazines and business publications 25% each, supplements 2%, radio 8%, television 22% and other media 2%. The agency reported 51 employes in one office and expects a 40% increase in 1961 volume.

Robert E. Wilson Inc., New York, reported 1960 billings of $5,958,204, of which $4,108,933 is in capitalized fees. In 1959 Wilson reported billings of $4,585,407, including $3,334,767 capitalized fees. An ethical drug specialist, the agency added two new fee accounts last November, but they remain unannounced pending product clearance by the Food & Drug Administration. Product conflicts caused the loss of White Laboratories and one product of Wallace Laboratories. Direct mail got 66% of the billings, business publications 32% and point of sale 1%. The agency has 49 employes in one office and expects a 20% increase in 1961 volume.

Winius-Brandon Co., St. Louis, does not report its billings but they are estimated to have been about $5,000,000 in 1960, the same estimate as in 1959. The agency lost a $300,000 segment of Endicott-Johnson Corp. in December, but said this was more than offset by the addition of new accounts including Pepsi-Cola Bottlers of St. Louis and Broderick & Bascom Rope Co. The agency has 60 employes.

118 Agencies Billed $1-5,000,000 in 1960

It's Good Year, but 14 Agencies Report Declines from 1959

NEW YORK, Feb. 23—Billings were reported to ADVERTISING AGE by 118 agencies in the $1,000,000-5,000,000 bracket in 1960. In 1959, 123 agencies reported billings in this bracket.

All figures reported here were volunteered by responding agencies. This list is not complete, and doesn't pretend to be, since it represents—as does the list of under-$1,000,000 agencies which follows it, only agencies which voluntarily supplied their individual billings to AA.

Whereas the lists of agencies billing $5,000,000 or more is as complete as AA knows how to make them, these are wholly voluntary. The reports of the larger groups include the results of personal contact, cross-checking and investigation, as well as questionnaires. In some instances they involve AA estimates. In the brackets of agencies which precede this group, the staff of ADVERTISING AGE made efforts to include every agency the editors believed billed more than $5,000,000 in the U.S. and Canada last year.

■ On the whole, the agencies in the $1-5,000,000 group had a good year. Only 14 reported lower billings than in 1959, but it may be worth remarking that a year ago no agency in this bracket had lower billings than in 1958.

The group is generally optimistic about 1961 billings, although the estimates are scaled down somewhat from last year. Two equal groups of 32 agencies each believe that 1961 volume will be up 5% or 10% and 10% or 20%. The next largest group, 21, believes 1961 will be about like 1960. Three agencies forecast lower billings. Eight agencies think 1961 will be up 20% or 30%, six say 30% or 40%, and six say 40% or 50%.

Here is the individual agency report, alphabetically arranged:

Advertising Associates, Richmond, billed $1,105,680 in 1960, including $464,900 in capitalized fees. In 1959 the agency billed $741,850, including $366,850 in fees. It added High's Ice Cream Corp., Miller Mfg. Co. and Southern Wholesalers Assn. in 1960 while losing no business. Billings breakdown: Newspapers 20%, magazines 5%, radio 10%, television 30%, outdoor 10%, business papers 10%, point of sale 5%, public relations 10%. Advertising Associates employs 16 persons in one office. It expects a 50% advance in billings this year.

Merrill Anderson Co., New York, billed $2,290,900, including $1,164,500 in capitalized fees, in 1960. It did not report 1959 billings. Anderson reported no gains or losses in accounts. It employs 45 persons in one office. It expects '61 volume to advance "maybe 5%."

Arnold & Co., Boston, billed $1,844,984 in 1960, of which $49,491 was in capitalized fees. Comparable figures in 1959 were $1,601,560 and $376,000. Arnold added New England Provision Co., Raymond & Whitcomb Co. and Henry Levine Co., and lost Jet Spray Corp. Billings breakdown: Radio 21.1%, television 19.4%, newspapers 12.9%, magazines 12.2%, business publications 10.3%, outdoor 1.3% and other 22.7%. The agency has 24 employes in one office and expects business to rise 20% in 1961.

Associated Advertising Agency, Wichita, Kan., billed $1,496,000 in 1960, of which $260,000 represented capitalized fees. This compares with $1,402,000 billed in 1959, including $240,000 in capitalized fees. It acquired Kansas Industrial Development Commission and Greater Downtown Wichita Assn.; it lost Massey-Ferguson industrial division. Billings breakdown: Newspapers 6%, radio 11%, television 20%, outdoor 2%, business publications 33%, farm publications 16%, point of sale 2%, direct mail 10%. It has 17 employes and expects business in 1961 to be about the same as in the previous year.

Aylin Advertising Agency, Houston, billed $1,783,986 in 1960, of which $690,899 was in capitalized fees. Comparable figures in 1959 were $1,612,292 and $527,597. The agency added King & Sheets Corp., American National

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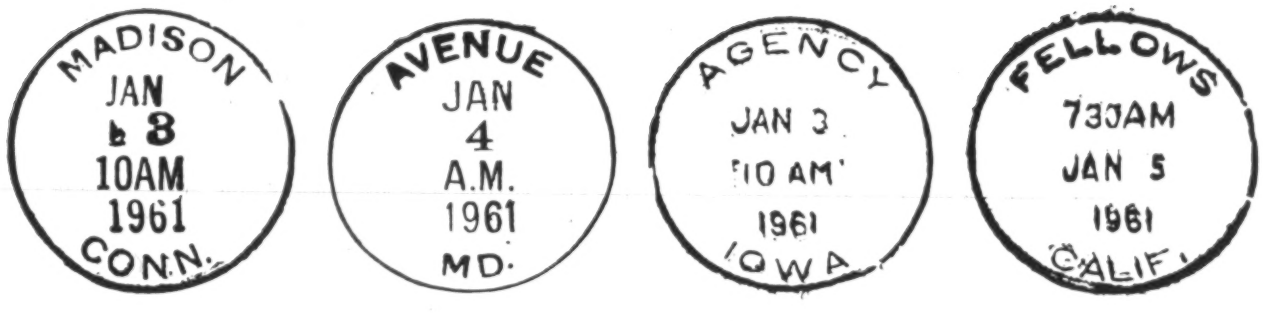


remember to cover the small-town market with Grit!

You *need* a solid small-town publication on your national advertising schedule to offset the metropolitan bias of the big mass magazines.

Only one publication fills that bill. Grit. Each week Grit goes to 16,000 small towns, reaches a primary audience of some 850,000 families. Over 58% of that circulation is concentrated in towns of 2500 or fewer. A bare tenth of 1% goes to cities of 1,000,000 or more, where the mass magazines hold sway.

Thus does Grit help give you the *balanced national coverage* you must have for total marketing success.

But Grit gives you more than mere coverage. Grit gives you *reader interest:* it is the one national publication edited solely *for* small towners, and it boasts a phenomenal 87.5% single-copy sales. And Grit gives you *reader response:* right across the board, Grit-advertised products sell better in small towns than across the nation as a whole. Chevrolet, for instance, uses Grit regularly . . . and has 29.5% of the Grit market, compared with 24.6% nationally.

And Grit costs so little. You can actually maintain a big-space Grit campaign for something like $2 per town per year. What *we* maintain is that Grit belongs on your advertising schedule!

GRIT
AMERICA'S GREATEST FAMILY NEWSPAPER

Grit Publishing Company, Williamsport, Pa.
Represented by Newspaper Marketing Associates

Bank, North Star Mall, and lost Nichols Industries and Terrell Plaza. Billings breakdown: Business publications 28%, television 22.7%, newspapers 17%, radio 8%, outdoor 3%, magazines 3%, point of sale 1%, farm publications 0.3%, and other 17%. Aylin has 21 employes in three offices and expects business to rise 10% this year.

Herbert Baker Advertising, Chicago, billed $2,200,000 in 1960 and $1,700,000 in 1959. It added Checker Motors Corp., Continental Coffee Co. and Westinghouse Appliance Sales and reported no account losses. Billings breakdown: Newspapers 35%, magazines 15%, point of sale 10%, business papers 10%, radio 10% and direct mail and collateral 20%. The agency has 14 employes in one office and expects business to rise 25% in 1961.

Louis Benito Advertising, Tampa, Fla., billed $1,001,581 in 1960, of which $358,602 represented capitalized fees. This compares with $855,816 billed in 1959, of which $359,552 was in capitalized fees. Accounts added were Spillers Homes, Hickory Hill Retreats, Hunt Truck Sales. No accounts were lost. Billings breakdown: Newspapers 21.25%, magazines 0.5%, supplements 1%, radio 14%, television 34.5%, outdoor 23.5%, business papers 3.5%, farm publications 0.5%, transit advertising 0.25%, point of sale 1%. Benito has 12 employes and expects 1961 volume to be about the same as in 1960.

Bishopric/Green-Fielden, Miami, billed $4,124,719 in 1960 and $3,316,500 in 1959. Some $222,113 of the '60 billings came from foreign offices. The agency added First-America Development Corp., Allure Shoe Corp., Arawak Hotel, Commercial Coatings, city of Coral Gables, Graybar Realty, Sequarium, town of Surfside and city of West Palm Beach; it lost Americana Hotel, Everglades Hotel (resigned) and Shaw Bros. Shipping Co. It has 79 employes and expects billings to rise 20% this year.

Bonsib Inc., Fort Wayne, billed $1,412,782 in 1960, of which $293,935 represented capitalized fees. This compares with $1,176,303 billed in 1959, including $249,643 in capitalized fees. The agency reported no account changes. Billings breakdown: Newspapers and magazines 32.03%, radio and television 17.23%, outdoor 1%, farm publications 2%, production 26.93% and service 20.81%. Bonsib has 19 employes and expects a 15% increase in business in 1961.

Charles Bowes Advertising, Los Angeles, billed $1,928,145 in 1960, of which $1,107,220 represented capitalized fees. Comparable figures in 1959 were $1,776,423 and $1,300,000. During the year it added Financial Federation Inc. and dropped American Savings & Loan Assn. Billings breakdown: Newspapers 23%, magazines 7%, radio 1%, tv 4%, outdoor 11%, business publications 41%, farm publications 13%. Bowes has 18 employes in one office and expects 1961 volume to rise 20%.

Breithaupt, Milsom & Benson, Toronto (formerly Breithaupt, Milsom Ltd.), billed $4,638,000 in 1960. This included $868,000 in capitalized fees.

In 1959 the agency's volume was $4,100,000, including $689,000 in fees. Last year the agency added Warner-Lambert's Listerine division, Kiwi Shoe Polish (Canada), Lakeland Natural Gas and Miro Macaroni. It lost Ogilvie Flour Mills. In December, the agency announced that S. H. Benson Ltd., the English agency, had acquired an interest in the Toronto shop. At the same time, Benson announced selling its stock in Ogilvy, Benson & Mather, New York.

Billings breakdown: Newspapers 10%, magazines 8%, supplements 38%, radio 3.5%, television 26%, outdoor 3.5%, business papers 2%, transit advertising 2%, point of sale 4.5%, other 2.5%. Breithaupt employs 65 persons in three offices. It expects a 20% volume gain this year.

S. M. Brooks Advertising, Little Rock, Ark., billed $1,748,712 in 1960, compared with $1,637,692 in 1959. During the year it neither added nor dropped an account. Billings breakdown: Newspapers 49.5%, magazines 1.5%, supplements 0.5%, radio 6%, tv 35%, outdoor 5%, business publications 1%, farm publications 1%, other 0.5%. Brooks has ten employes and expects 1961 volume to rise 5%.

Ad Busch Inc., and its subsidiaries, Buffalo, billed $1,168,587 in 1960, of which $302,151 was in capitalized fees. Comparable figures for 1959 were $977,785 and $237,785. It added All American AA Stamp Co. and reported no account losses. Billings breakdown: Radio 25%, television 25%, newspapers 15%, business papers 10%, outdoor 7%, point of sale 8%, other 10%. The agency has 21 employes in two offices and expects business to be up 10% in 1961.

Robert K. Butcher & Associates, Shreveport, La., billed $1,166,800 in 1960, of which $266,800 was in capitalized fees. Comparable figures in 1959 were $1,140,000 and $240,000. No account gains or losses were reported. Billings breakdown: Newspapers 30%, television 30%, point of sale 13%, magazines 12%, business publications 10%, radio 4%, transit advertising 1% and other 2%. The agency has 21 employes and expects business to maintain the 1960 level in 1961.

Byer & Bowman Advertising Agency, Columbus, O., billed $3,145,290 in 1960, of which $1,294,108 represented capitalized fees. In 1959, comparable figures were $2,978,019 and $1,448,257. During the year, the agency added R. G. Barry Corp., Modern Youth and Pretty Products, and lost none. Media breakdown: Newspapers 13%, magazines 32%, radio 12%, television 27%, outdoor 4%, "other" 12%. The agency employs 45 persons and expects its 1961 volume to rise 4%.

Joseph F. Callo Inc., New York, billed $1,182,086 in 1960, of which $400,000 was in capitalized fees. In 1959, the agency billed $1,037,750, of which $366,850 represented capitalized fees. It added Brian Press and Michael Contracting Co. and lost Queens County Savings Bank. Media breakdown: Newspapers 25%, magazines 10%, radio 5%, outdoor 15%, business papers 25%, transit advertising 5%, point of sale 5%, "other" 10%. Callo has 15 employes and expects its 1961 volume to advance 20%.

J. M. Camp & Co., Wheaton, Ill., billed $2,200,000 in 1960, against $2,100,000 in 1959. It added Mission Televised and reported no account losses. Billings breakdown: Radio 90%, newspapers 5%, television 3% and magazines 2%. The agency has three offices and expects business to be about the same this year as last.

Cargill, Wilson & Acree, Richmond, billed $4,552,720 in 1960. The agency did not report its 1959 billings. Accounts added were Chesapeake & Potomac Telephone Co. of Virginia, Robertshaw Fulton Controls Co., Hooker Furniture Corp. and Riegel Textile Corp. Billings breakdown: Newspapers 21%, magazines 35%, radio and television 27%, outdoor 9%, business publications 8%. The agency has 46 employes in two offices and expects a 20% business increase in 1961.

Cayton Inc., New York, billed $3,925,000 in 1960, of which $750,-

ACCEPTANCE

...greatest ever!

Now more than ever, WCCO Radio delivers more listeners than all other Minneapolis-St. Paul stations combined! A record-shattering 62.1% share of audience in the latest Nielsen Station Index. This is the greatest share ever recorded since Nielsen began measuring the market. Dramatic proof that WCCO Radio's acceptance is now the greatest ever! Capturing the loyalty of 1,022,610 radio families in a 114-county basic service area, WCCO Radio also delivers the lowest cost per thousand . . . less than one-third the average cost of all other Twin Cities stations. It's a solid mark of solid acceptance . . . the powerful way to dominate this major market in 1961.

WCCO RADIO delivers far more listeners than all other Minneapolis-St. Paul stations combined!

WCCO Radio	**62.1%**
Station B	**10.1%**
Station C	**7.6%**
Station D	**5.4%**
Station E	**3.9%**
Five other stations	**10.9%**

Source: Nielsen Station Index, November-December, 1960 / 6 AM-Midnight, 7-day week.

000 represented capitalized fees. The agency billed $3,875,000 in 1959, of which $735,000 was capitalized fees. In 1960, $125,000 of its total represented foreign billings, compared with $120,000 for the previous year. It added Matsushita Electric Corp. of America, North River Paper & Cordage Co. and Imperial International Corp. and lost no accounts. Media breakdown: Newspapers 15%, magazines 8%, radio 3%, television 43%, outdoor 1%, business papers 22% and point of sale 8%. Cayton employs 29 persons and expects a 5% increase in volume in 1961.

Barnes Chase Co., San Diego, billed $3,932,280 in 1960, of which $633,810 was in capitalized fees. In 1959, it billed $3,701,110, with $490,213 of this representing capitalized fees. It added Hotel Del Coronado, National Steel & Shipbuilding, May Co. of San Diego; it lost Security First National Bank of San Diego. Billings breakdown: Newspapers 52%, magazines 4%, radio 9%, television 8%, outdoor 4%, business papers 21%, transit advertising 2%. The agency has 48 employes in three offices. It expects a 10% business upturn in 1961.

Clark & Bobertz, Detroit, billed $3,590,505 in 1960, of which $1,624,906 represented capitalized fees. This compares with $3,806,746 billed in 1959, with $1,573,920 representing capitalized fees. The agency reported no account changes. Clark & Bobertz has 46 employes in two offices and expects its 1961 business to be about the same as in 1960.

Sidney Clayton & Associates, Chicago, billed $1,315,164 in 1960, of which $804,015 was in capitalized fees. Comparable figures for 1959 were $1,356,153 and $769,059. The agency added Nuclear Chicago Corp., Seegers Instrument Co., Kerr Chemicals and Kirtzer Products division of Peerless of America, and lost Sola Electric Co. and Chicago Metallic Mfg. Co. Media breakdown: Sales promotion 49%, business papers 48% and newspapers 3%. Clayton has 12 employes and expects business to rise 20%.

Davis, Johnson, Andersen & Colombatto, Los Angeles, billed $2,170,600 in fiscal 1960, of which $11,427 represented capitalized fees. Comparable figures in the first nine months of 1959, its first year of operation, were $1,101,037 and $6,000. During the year it added Auto Imports, Provident Savings & Loan and Pyramid Savings & Loan. Billings breakdown: Newspapers 29.18%, magazines 11.13%, radio 14.57%, tv 11.08%, outdoor 3.66%, other 30.38%. The agency has 24 employes in one office and expects 1961 volume to rise 15%.

Davis, Parsons & Strohmeier Inc., New York, billed $1,311,077 in 1960, including $373,022 in capitalized fees. In 1959, the agency billed $1,246,622, including $364,095 in capitalized fees. Davis did not report any account gains or losses and it did not report its billings breakdown. The agency employs 12 persons in one office. It expects a 5% gain in volume this year.

Wesley Day & Co., Des Moines, billed $1,101,031 in 1960, of which $474,700 was in capitalized fees. Comparable figures for 1959 were $895,011 and $370,563. No account gains or losses were reported. Billings breakdown: Television 20%, radio 20%, newspapers 20%, magazines 10%, business publications 10%, direct mail 7%, farm publications 5%, point of sale 5% and outdoor 3%. The agency has 14 employes and expects business to be about the same this year.

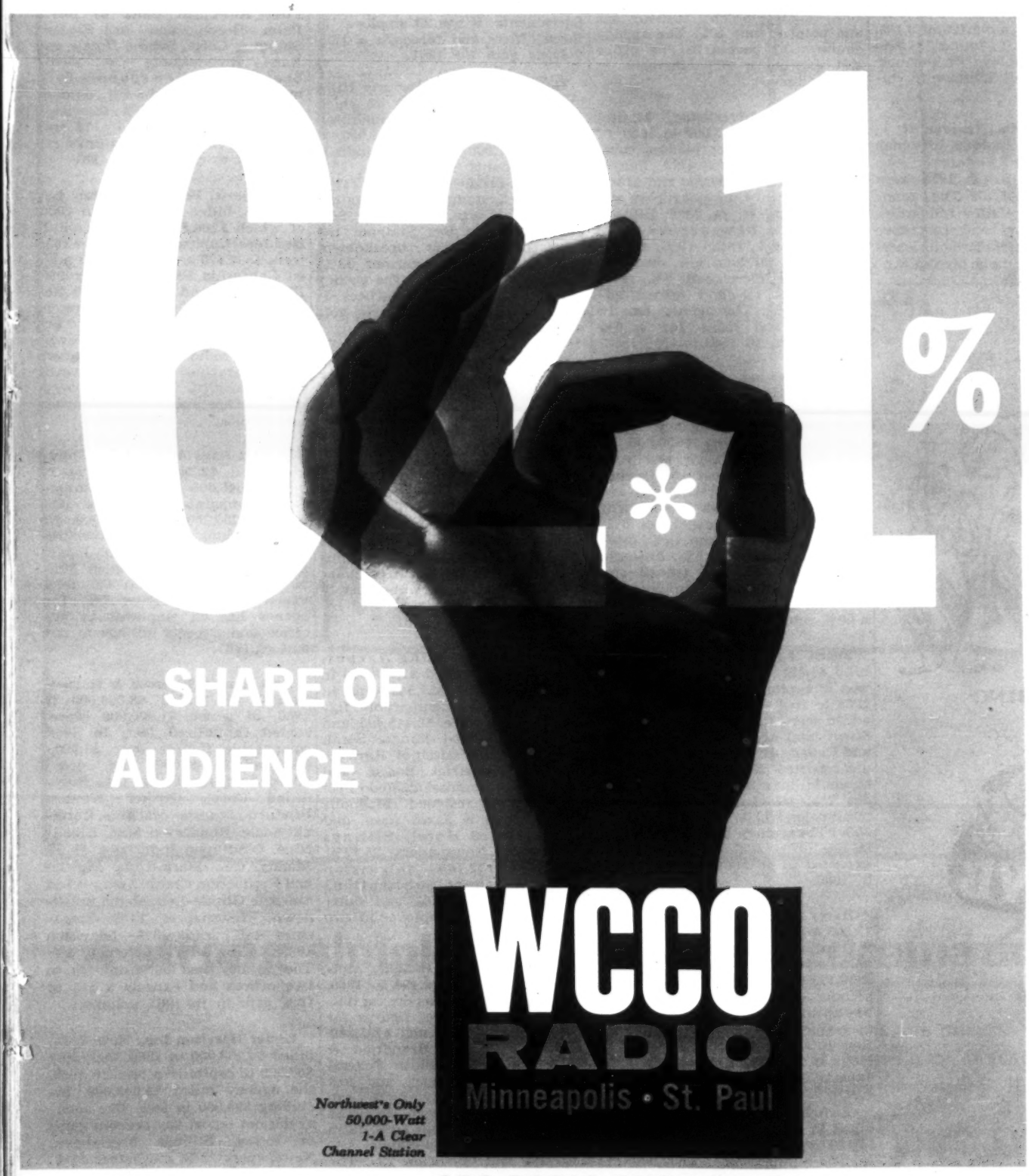
de Garmo Inc., New York, billed $1,121,374 in 1960, including $321,801 in capitalized fees. In 1959 it billed $1,015,207, including $302,872 in fees. The agency last year added the Irish Tourist Office, Olympic Airways, Permatex Inc., Grolier Society-Book of Knowledge and Air Products Inc. Billings breakdown: Newspapers 20%, magazines 65%, business papers 10% and point of sale 5%. The agency employs 21 persons in two offices. It expects volume to advance by a third this year.

Denman & Baker, Detroit, billed $1,108,141 last year. This included $160,080 in capitalized fees. The agency's 1959 total was $1,241,515, including $322,666 in fees. Denman gained the Sparton Corp., Mallard Inc. and the St. Julian Wine Co. in 1960. It lost Vernors Ginger Ale Inc. Billings breakdown: Newspapers 10%, magazines 15%, radio 25%, television 3%, outdoor 6%, business papers 40%. The agency employs 11 persons in one office. It expects a 10% gain in volume in 1961.

John L. Douglas & Associates, Bradenton, Fla., billed $1,254,433 in 1960, of which $807,723 represented capitalized fees, In 1959, it billed $1,141,670, of which $673,670 was in capitalized fees. The agency reported no changes in the account list. Media breakdown: Newspapers 5%, magazines 2%, radio 20%, television 70%, outdoor 1%, business papers 1% and point of sale 1%. Douglas employs 11 persons and expects its 1961 volume to be about the same as 1960.

John C. Dowd Inc., Boston, billed $4,200,000 in 1960. In 1959 the agency billed $3,100,000, plus $2,500,000 that came as a result of six months' affiliation with Dowd, Redfield & Johnstone, New York. No account losses or gains were reported. Billings breakdown: Television 38%, printed media 26%, radio 20%, art and production services 11%. The agency has 55 employes and expects business to rise in 1961.

Duncan-Brooks, Garden City, N. Y., billed $1,289,310 in 1960, of which $401,064 represented capitalized fees. In 1959, it billed $1,079,401, including $387,160 in capitalized fees. The agency added Fairchild Engine & Airplane Corp. (Stratos-Astrionics) and Franklin National Bank of Long Island; it lost Eutectic Welding Alloys Corp. Billings breakdown: Newspapers 16%, magazines 5%, radio 2%, business publications 65%, farm



"there is no foolproof arrangement to prevent state and local Civil Defense agencies from wrecking the national transportation effort"

Air Force Maj. Gen. John M. Doyle, who heads the Senate-appointed transport study group, attacks sacred cows of transportation policy, as quoted in Traffic World, the weekly newsmagazine of transportation management. Reprint on request, 230 Park Ave., New York 17, N. Y.

publications 2%, point of sale 1%, collateral 9%. Duncan-Brooks has 16 fulltime and five parttime employes. It expects a 20% business increase in 1961.

Enyart & Rose Advertising, Los Angeles, billed $1,650,000 in 1960, compared with $1,100,000 in 1959. The agency dropped Telemeter Magnetics Inc. while adding Packaging Corp. of America, Southern California Mayflower agents and Dorn's Stores. Billings breakdown: Newspapers 15%, magazines 8%, radio 10%, television 15%, outdoor 2%, business papers 45% and point of sale 5%. The agency has 22 employes and looks for a volume gain of 20% in 1961.

Fairfax Inc., New York, billed $4,500,000 in 1960, of which $120,000 represented capitalized fees. This compares with $4,100,000 billed in 1959. It added Willmark Service System and Sharp Hotels; it lost none. Billings breakdown: Newspapers 29%, magazines 32%, radio 3%, television 27%, outdoor 1%, business publications 5%, farm publications 2%, transit advertising 1%. The agency has 33 employes and expects a 10% increase in volume in 1961.

Farson, Huff & Northlich, Cincinnati, billed $3,801,094 in 1960. The comparable figure in 1959 was $3,620,090. No account losses or gains were reported. There are 44 employes in one office and business is expected to be up this year.

Vance Fawcett Associates, Honolulu, Hawaii, billed $1,832,562 in 1960, of which $616,915 represented capitalized fees. Comparable figures for 1959 were $1,594,931 and $551,788. The agency added Mililani Memorial Park, Hawaii National Bank and 50th State Fair. It reported no losses. Billings breakdown: Newspapers 45%, magazines 3%, radio 21%, television 24%, business papers 2%, transit advertising 3%, point of sale 2%. The agency has 21 employes and expects a 20% rise in volume in 1961.

Feeley Advertising Agency, New York, billed $1,500,000 in 1960. Advertising Age reported $1,000,000 for the agency in 1959. Feeley reported no account changes. Media breakdown: Magazines 90%, business papers 5% and "other" 5%. The agency employs 17 persons and expects a 15% increase in volume in 1961.

Fessel, Siegfriedt, Dooley & Moeller, Louisville, billed $1,867,100 in 1960, of which $901,414 was in capitalized fees. The agency billed $974,407 in 1959, including $488,252 in capitalized fees. During 1960, it added Balentine Packing Co., Ranch House Enterprises and Kerber Packing Co. and lost no accounts. Billings breakdown: Newspapers 9.7%, magazines 10.8%, radio 15.1%, television 19%, outdoor 9%, transit advertising 0.1%, point of sale 21.8%, "other" 14.5%. The agency employs 24 persons and expects a 20% increase in volume in 1961.

Albert Finkle Co., Trenton, N. J., billed $1,174,254 in 1960, of which $917,585 was in capitalized fees. Comparable figures in 1959 were $1,001,806 and $846,789. The agency added Delaware Valley Industries, Alexander Motors and Lawrence Shopping Center. No account losses were reported. Billings breakdown: Business papers 42%, newspapers 34%, radio 20%, other 1%. The agency has 11 employes in one office and expects business to be up 15%.

Additional Copies, $1

This annual agency billings issue of Advertising Age is valuable as a permanent reference, so AA suggests that each reader file his copy where it won't go astray. Meanwhile, as long as the supply lasts we will gladly fill all requests for additional copies. The price is $1 a copy.

Peter Finnen & Co., Miami, billed $1,042,725 in 1960, of which $61,750 represented capitalized fees. Billings in 1959 amounted to $592,896, including $22,000 in capitalized fees. The agency added two accounts during the year, Flora Sun Corp. and American Bonded Mortgage Co., while losing one, Stephan Co. Magazines accounted for 52% of billings, newspapers 25%, radio 10%, television 5%, outdoor 5% and point of sale 3%. The agency employs 12 people in one office and expects a 50% increase in 1961 volume.

Fischbein Advertising, Minneapolis, billed $1,335,000 in 1960, of which $125,000 represented capitalized fees. Comparable figures for 1959 were $1,200,000 and $150,000. The agency did not report any accounts gained or lost. Billings breakdown: Newspapers 15%, magazines 6%, radio 18%, television 25%, outdoor 5%, business papers 23%, direct mail 5%, farm publications 1% and transit advertising 1%. The agency has 15 employes and looks for a 5% volume gain in 1961.

M. M. Fisher Associates, Chicago, billed $1,750,000 in 1960, including $500,000 in capitalized fees. In 1959, the agency billed $1,450,000, including $350,000 in capitalized fees. Fisher last year gained Dad's root beer and Banner Tire Co. It did not report any account losses. Billings breakdown: Newspapers 34%, magazines 6%, supplements 1%, radio 10%, television 40%, outdoor 5%, business publications 2%, and transit advertising 1%. Fisher employs 18 persons in one office. It expects a 20% volume gain in '61.

Jones Frankel Co., Chicago, billd $1,625,000, of which $760,000 was in capitalized fees. Billings in 1959 totaled $1,450,000. Accounts added were Laborent Inc. and the direct mail divisions of Ditto Inc. and Charles Bruning Inc. No losses are reported. Newspapers got 11% of the billings, magazines 43%, radio 2%, television 7%, business publications 17% and direct mail 20%. The agency has 16 employes in one office and 1961 volume is expected to be about the same as in 1960.

Harry M. Frost Co., Boston, billed $2,393,353 in 1960, including $146,239 in capitalized fees. In 1959, volume was $2,254,740, including $256,370 in fees. Frost reported no account changes in 1960. Billings breakdown: Newspapers 66%, magazines 6%, radio 10%, television 10%, outdoor 8%. Frost employs 36 persons in one office and expects '61 volume to advance 20%.

Garfield-Linn & Co., Chicago, billed $2,280,000 in 1960, of which $1,128,000 was in capitalized fees. In 1959 billings were $2,607,000, of which $1,528,000 was capitalized. The agency added Elgin American Inc. and Affiliated Auto Supplies Inc. No losses are reported. Newspapers got 30% of the billings, magazines 10%, supplements and outdoor 3% each, radio 15%, television 4% and business publications 35%. The agency has 22 employes in one office and a 10% or 15% increase in 1961 billings is forecast.

W. B. Geissinger & Co., Los Angeles, billed $2,010,311 in 1960, including $212,000 in capitalized fees. In 1959, the agency billed $1,512,205, including $104,000 in capitalized fees. The agency last year gained Commodity Research Consultants, Vogue Rubber Co., Vivak Drug and Universal Hotel & Motel Service. It lost Enoch Chevrolet. Billings breakdown: Newspapers 20%, magazines 51%, supplements 4%, radio 12%, television 10% and business publications 3%. It expects a 40% gain in volume this year.

Gerth, Brown, Clark & Elkus of Los Angeles, San Francisco and Sacramento billed $1,986,000 in 1960, compared with $1,625,000 in 1959. The agency dropped Harmony Homes in Los Angeles while adding Powerline Oil Co., Los Angeles; Builders Control Service, San Francisco, and Tribotron Inc., Sacramento. It has 29 employes in three offices and forecasts a 12% volume gain for 1961.

Getz & Sandborg, Beverly Hills, billed $1,591,443 in 1960, of which $939,323 represented capitalized fees. In 1959, it billed $1,011,000, of which $801,000 was in capitalized fees. Accounts added were ITT industrial products division, Vapor Recovery Systems Co., Calibration Standards Corp., Computor Sciences Corp.; it lost Statham Instruments. Billings breakdown: Newspapers 4%, magazines 93%, radio 2%, outdoor 1%. The agency has 19 employes in two offices. It expects a 33⅓% increase in volume in 1961.

Givens-Davies Advertising Agency, Boise, Ida., billed $1,022,780 in 1960, of which $545,044 represented capitalized fees. This compares with $1,343,509 in 1959, with $807,206 of this in capitalized fees. The agency added Chattin & Co., Idaho Hop Growers Commission, General of America. It lost no accounts. Billings breakdown: Newspapers 27%, magazines 13%, radio 15%, television 33%, outdoor 5%, business publications 2%, farm publications 3%, point of sale 2%. Givens-Davies has 11 employes and expects a 10% increase in business in 1961.

Godwin Advertising Agency, Jackson, Miss., billed $1,778,018 in 1960, of which $357,562 was in capitalized fees. Comparable figures in 1959 were $2,415,495 and $741,269. It added Middle South Area Office, Mississippi Agricultural & Industrial Board, and Biloxi Port Commission, Redd Pest Control and resigned Magnoliz State Savings & Loan Assn. and King Edward Hotel. Billings breakdown: Newspapers 35.17%, magazines 12.76%, television 12.42%, business publications 7.46%, outdoor 5.46% and other 26.73%. It has 38 employes in two offices.

Gould, Brown & Bickett, Minneapolis, billed $1,299,494 in 1960, of which $267,994 was in capitalized fees. Comparable figures for 1959 were $1,023,856 and $195,249. The agency added Brandtjen & Kluge and Ben Franklin Federal Savings & Loan Assn. and lost Nennepin Federal Savings & Loan Assn. Media breakdown: Business papers 65%, magazines 20%, farm publications 10%, newspapers 3%, radio 1% and television 1%. The agency has 17 employes in one office and expects business to be up 10% during 1961.

Gourfain-Loeff Inc., Chicago, billed $2,432,900 in 1960, including $231,900 in capitalized fees. Its 1959 volume was $2,068,000. The agency reported adding Rent-A-Car Services Corp., South Bend Tackle Co. and Lucky Heart Laboratories last year. Billings breakdown: Newspapers 5%, magazines 54%, radio 8%, television 2%, business papers 26%, point of sale 3%. Gourfain employs 25 persons in one office. It expects a 20% gain in volume in '61.

M. L. Grant Inc., New York, billed $1,250,000 in 1960 and $950,000 in 1959. No account gains or losses were reported. Media breakdown: Newspapers 35%, magazines 35%, business papers 10%, radio 10% and television 5%. The agency has 13 employes in one office and predicts that business will rise 10% in 1961.

Charles Anthony Gross Advertising Agency, Miami, billed $1,725,740 in 1960, of which $260,000 was in capitalized fees. Comparable figures for 1959 were $2,337,570 and $365,000. The agency added Lewis Terminals, the Lake Worth First National Bank and First American Bank of North Palm Beach, and lost Eastern Shipping Corp., Schine Hotels and Rand Broadcasting Co. Media breakdown: Newspapers 60%, magazines 25%, radio 2%, outdoor 2%, business papers 2%, television 1%, other 8%. There are 18 employes in two offices. Billings are expected to rise 20% in 1961.

Gumpertz, Bentley & Dolan, Los Angeles, billed $1,027,402 in 1960, of which $206,515 was in capitalized fees. Comparable fees for 1959 were $802,479 and $334,774. It added California Physicians' Service-Blue Shield and Quaker State Refining Co. of California for 11 western states and reported no account losses. Billings breakdown: Tv and radio 49%, newspapers 27%, magazines 13% and transit and outdoor 7%. It has 11 employes in one office and expects business to rise 10%.

Robert Haas Advertising, Chicago, billed $2,340,000 in 1960, of which $840,000 was in capitalized fees. Comparable figures in 1959 were $2,200,000 and $610,000. No account gains or losses were reported. Media breakdown: Magazines 50%, business papers 30%, newspapers 10%, radio 4%, television 4% and outdoor 2%. The agency has 25 employes in one office and expects billings to rise 40% in 1961.

Hall, Haerr, Peterson & Harney, Peoria, Ill., billed $3,300,000 in 1960, of which $1,900,000 represented capitalized fees. In 1959, comparable figures were $3,000,000 and $1,800,000. The agency added Fertility Testor Co., Burnishine Corp., Quaker Window Products, Danuser Machine, Cardinal Scale, Henderson Mfg., Cloud-Niné, O'Sullivan Industries, H. H. Mundy Co., Mark-Tone Plastics and Production Credit Assn.; it lost Sta-Rite Ginnie-Lou. Media breakdown: Newspapers 14%, magazines 45%, radio 3%, television 16%, outdoor 19% and "other" 3%. The agency has 30 employes in two offices and expects a 5% or 10% gain in its 1961 volume.

Lester Harrison Inc., New York, billed $4,268,000 in 1960, including $68,000 in capitalized fees. In 1959, the agency billed $4,049,000, including $98,000 in fees. The agency did not report any account gains or losses. Billings breakdown: Newspapers 23%, magazines 25%, radio 5%, television 2%, business publications 5%, and direct mail 40%. Harrison employs 58 persons in one office. The agency expects '61 billings to be about the same.

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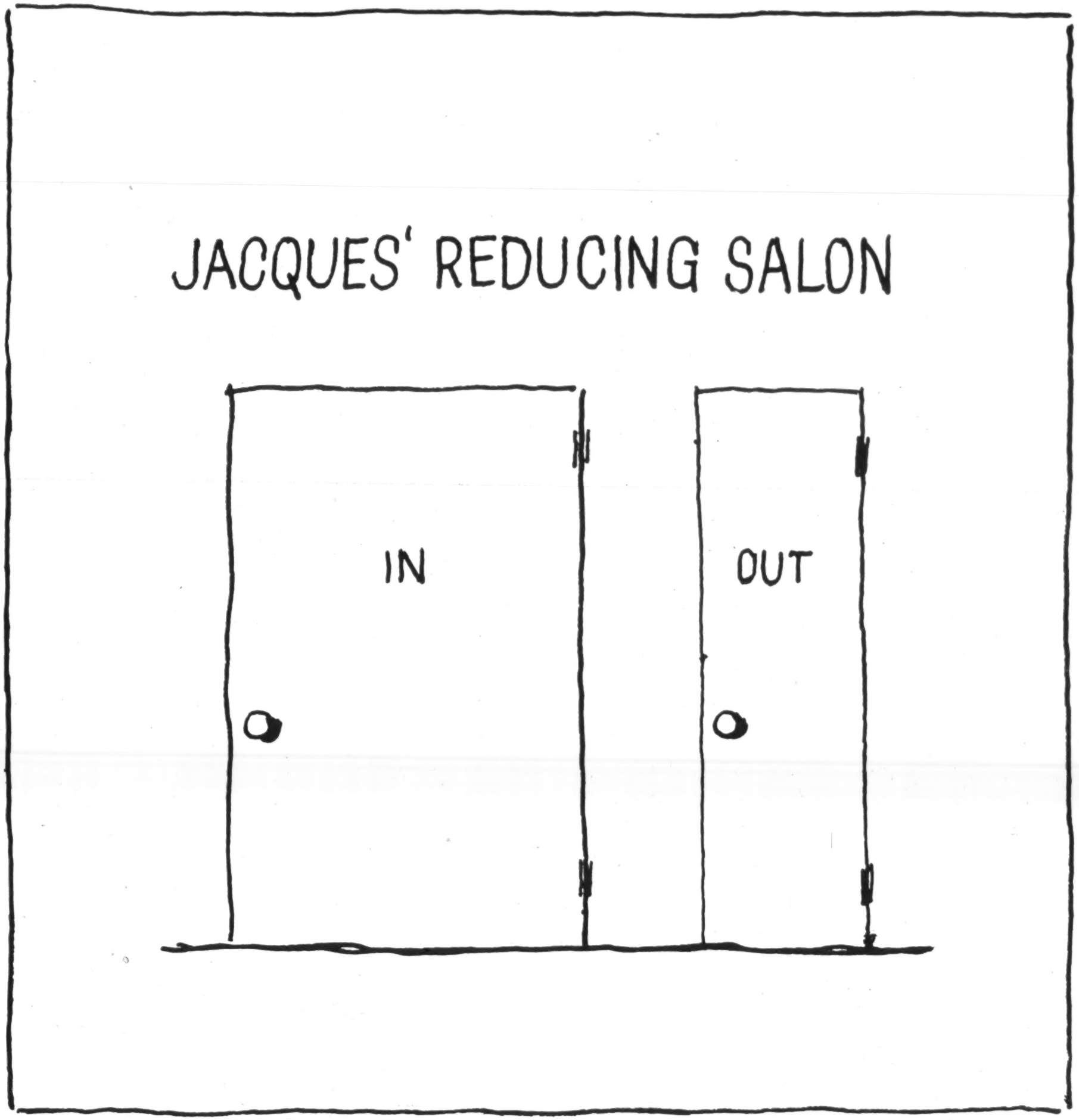

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If "Jacques" existed, we'd hire him. He practices what we preach. We believe it takes more to get through to people today than a lot of advertisers are giving it. First, you must have the right selling proposition. But that alone doesn't get you home. In today's raucous hurly-burly, you have to say it in a way that gets you heard. Sets you apart. Makes you remembered. Not that we meet our own standards every time. But we're always in there trying.

B&B

BENTON & BOWLES, INC.

Harvey & Thomas, Philadelphia, billed $1,432,716 in 1960, of which $909,121 was in capitalized fees. Comparable figures in 1959 were $1,319,554 and $777,618. The agency added F. J. Cooper, Allen, Lane & Scott and United States Freight, and lost William H. Rorer Co. Media breakdown was not reported. The agency has 15 employes in one office and expects business to be about the same this year as last.

Al Herr Advertising, Milwaukee, billed $2,200,000 in 1960 compared with $2,000,000 in 1959.

J. M. Hickerson Inc., New York, billed $2,207,106 in 1960, of which $818,422 was in capitalized fees. Comparable figures for 1959 were $1,765,685 and $554,738. It added Laird & Co.; F. Gancia & Co.; Duell Sloan & Pierce; and *Good Housekeeping*. It lost none. Billings breakdown: Newspapers 42%, magazines 32%, tv 6.4%, supplements 5%, radio 7%, point of sale 5%, business publications 4.6%, other 2.5%. The agency has 21 employes in two offices, and expects business to rise 25% this year.

Hoefer, Dieterich & Brown, San Francisco, billed $1,802,626 in 1960, of which $582,737 was in capitalized fees. Comparable figures in 1959 were $1,585,000 and $570,000. The agency added R. D. Bradshaw & Sons, Draft Rockefeller Varian Associates and Redwood Empire Assn. and lost California Physicians' Service. Media breakdown: Point of sale 44.42%, newspapers 24.43%, magazines 10.25%, transit advertising 8.41%, business papers 5.15%, outdoor 4.84%, radio 1.54% and television 0.96%.

Huot Advertising Ltd., Montreal, billed $2,118,763 in 1960, of which $53,360 was in capitalized fees. Comparable figures in 1959 were $1,837,936 and $37,352. It added Legrade Co. and Quebec Power Co. and reported no account losses. Billings breakdown: Newspapers 46.1%, television 17.6%, radio 14.05%, outdoor 11.4%, magazines 3.01%, point of sale 2.5%, supplements 1.59%, transit advertising 0.66%, farm publications 0.4% and other 0.19%. The agency has 43 employes in two offices and expects business to rise 15%.

Hutchins Advertising Co., Rochester, billed $4,560,193 in 1960, of which $592,120 was in capitalized fees. Comparable figures in 1959 were $3,884,183 and $584,754. The agency added Real Estate Board of Rochester, and Vogt. Mfg. Co. and Lawyers Cooperative Publishing Co. for public relations. No account losses were reported. It has 60 employes in three offices and expects business to be about the same this year.

Jefferson Advertising Agency, La Crosse, Wis., billed $1,418,625 in 1960, of which $1,310,580 was in capitalized fees. Comparable figures in 1959 were $1,279,417 and $1,151,967. It added Pied Piper Shoe Co. and La Crosse Trailer Co. and reported no account losses. Billings breakdown: Farm publications 60%, business publications 20%, newspapers 10%, radio 5% and television 5%. The agency has seven employes and expects a slight increase in business this year.

Jennings & Thompson Advertising, Phoenix, Ariz., billed $1,693,000 in 1960, of which $537,000 was in capitalized fees. Comparable 1959 figures were $1,393,000 and $540,000. Accounts added were Arizona Distributing Co. (Cutty Sark), Arizona State Fair Commission, Electron division of Controls Co. of America, Safeway Stores (Arizona) and United Dairymen of Arizona. No account losses were reported. Billings breakdown: Newspapers 35%, magazines 3%, radio 15%, television 25%, outdoor 7%, business papers 10%, farm publications 5%. It employs 22 persons.

Kerker-Peterson, Minneapolis, billed $2,221,000 in 1960, of which $1,269,000 represented capitalized fees. Comparable figures for 1959 were $2,499,000 and $1,495,500. The agency added five accounts—the Kitchen Utensil division of Foley Mfg., Minnesota Federal Savings & Loan, Northern Plastics, Flo-Tronics Inc. and International Properties; it dropped Fitger Brewing and Chippewa Plastics. Business publications took 49% of billings, magazines 21%, television 15%, newspapers 7%, radio 4% and outdoor 4%. The agency has 26 employes and expects volume to rise 10% in 1961.

Koehl, Landis & Landan, New York, billed $2,410,000 in 1960, of which $910,000 was in capitalized fees. Comparable figures in 1959 were $2,220,000 and $670,000. The agency added New Englander Motor Hotels, Golden Head Beach Hotel, Netherlands Antilles Tourist Bureau, Nassau Beach Hotel and Loew's Hotels, and lost Sharp Ltd. Hotels and Arawak Hotel. Media breakdown: Newspapers 47%, magazines 25%, direct mail 10%, business papers 8%, outdoor 3%, radio 2%, television 2% and transit advertising 3%. The agency has 25 employes in one office and expects business to rise 5% this year.

Kraft, Smith & Ehrig, Seattle, billed $1,021,205 in 1960, its first year of business. Of this $384,378 represented capitalized fees. The agency added three accounts—Olympic Stained Products, United Pacific Insurance Group and Renault Western Corp. Newspapers accounted for 34% of billings, magazines 5%, radio 25%, television 5%, outdoor 15%, business papers 5%, transit advertising 10% and point of sale 1%. The agency employs 14 people in one office and expects billings to rise 10% in 1961.

Lamport, Fox, Prell & Dolk, South Bend, billed $1,000,820 in 1960, of which $242,470 was in capitalized fees. This compared with 1959 billings of $816,522, including $210,307 in capitalized fees. The agency added four big accounts during the year, including Thermo-Products Inc., U. S. Van Lines and Kennatrack Corp. Business publications accounted for 59% of billings, magazines 33.3%, newspapers 3.3%, radio 0.6%, television 1.5%, outdoor 1%, transit advertising 0.7% and other media 0.6%. The agency employs 14 persons in one office and expects no change in 1961 volume.

Lando Advertising Agency, Pittsburgh, billed $3,064,850 in 1960, of which $1,454,650 was in capitalized fees. Comparable figures in 1959 were $2,910,575 and $1,366,259. It added Erie Brewing Corp., Syntron Corp., the building division of Parkersburg Rig & Reel Co., the industrial products division of Westinghouse Air Brake Co. for marketing projects, and the western division of Pennsylvania Electric Co. for pr and special projects. It lost Swift Homes. The agency has 43 employes in two offices and expects billings to increase 20% in 1961.

Lavidge, Davis & Newman (formerly Lavidge & Davis), Knoxville, Tenn., billed $2,200,000 in 1960, compared with $1,750,000 billed the previous year. The agency added East Tennessee Natural Gas Co. and lost no accounts. Billings breakdown: Newspapers 4.0%, magazines 23.0%, radio 5.0%, television 23.5%, outdoor 3%, business publications 20%, farm publications 0.5%, transit advertising 0.5%, and "printed materials, publicity, merchandising" 20%. The agency has 25 employes in two offices and expects a 14% increase in volume in 1961.

Leber & Katz Inc., New York, billed $2,700,000 in 1960, including $700,000 in capitalized fees. In 1959, the agency reported billings of $2,100,000, including $590,000 in fees. Leber last year gained Hudson's Bay scotch and Marvella costume jewelry. It lost BGS Shoe Corp. and resigned Publix Shirt Co. and Youthcraft Creations. Billings breakdown: Newspapers 15%, magazines 45%, supplements 5%, radio 5%, outdoor 5%, business papers 13%, farm publications 2% and point of sale 10%. L&K employs 28 persons in one office. It expects a 25% rise in volume this year.

Lescarboura Advertising, Ossining, N. Y., billed $1,300,000 in 1960, of which $750,000 was in capitalized fees. In 1959 billings totaled $1,000,000 including $550,000 capitalized. ITT federal division and ITT Laboratories were added last year. Magazines got 40% of the billings, business publications 10% and other media 50%. The agency has ten employes in one office and expects a 10% billings increase in 1961.

Carr Liggett Advertising, Cleveland, billed $3,500,000 in 1960 and $2,749,653 in 1959. The agency added Carlon Products Corp., Champion River Co., Diamond Power Specialty Corp. and National Copper & Smelting Co. and lost Stadler Fertilizer Co. and Viking Air Products. Billings breakdown: Business publications 72.2%, magazines 17.3%, radio 2.6%, farm publications 3%, newspapers 2%, television 0.8%, transit 0.3%, outdoor 0.1% and other 1.7%. It has 42 employes in one office and expects business to rise 10% this year.

Lilienfeld & Co., Chicago, billed $3,132,700 in 1960, of which $12,700 was in capitalized fees. Comparable figures in 1959 were $2,413,685 and $5,710. New accounts added were Doyle Packing Co. of Illinois, Doyle Packing Co. of Missouri, Ocoma Foods Co. division of Consolidated Foods Corp., Freshrap division of Badger Paper Mills. It lost Thomas J. Webb Coffee Co. Media breakdown: Newspapers 20%, supplements 2%, radio 20.4%, television 41.7%, outdoor 1.6%, business papers 2.4% and "mechanical production" 11.9%. The agency employs 25 persons and expects a 25% increase in volume in 1961.

Lubell Advertising, New York, billed $2,111,752 in 1960, of which $541,752 represented capitalized fees. Comparable figures in 1959 were $1,318,206 and $408,365. Billings breakdown: Newspapers 65%, magazines 10%, radio 5%, tv 2%, outdoor 5%, business publications 10%, point of sale 3%. Lubell has 18 employes in one office and expects 1961 volume to rise 25%.

Luckoff & Wayburn, Detroit, billed $3,275,532 in 1960, of which $2,618,842 was in capitalized fees. Billings for the previous year were not reported. The agency added Bopp-Decker, Daly Drive-In, Tall Eze shoes and Cadillac Mutual Insurance, and lost Dr. Donald L. Golden. Billings breakdown: Television 22%, radio 20%, newspapers 20%, magazines 4%, outdoor 3%, transit advertising 2% and other 29%. The agency has 22 employes and expects business to be about the same this year as last.

Malcolm-Howard, Chicago, billed about the same in 1960 as in the previous year when it billed $2,000,000. The agency reported no account changes. Malcolm-Howard has 21 employes and expects a 5% or 10% business increase in 1961.

Manchester & Kreer Inc., Chicago, billed $1,000,000, including $200,000 in capitalized fees, in 1960. Its 1959 volume was $875,000, including $275,000 in fees. The agency last year gained Hearst Publishing Co. It reported no account losses. Billings breakdown: Newspapers 15%, radio 10%, television 55%, outdoor 15%, business papers 5%. The agency employs nine persons in one office. It expects billings to rise 40% this year.

Harris D. McKinney, Philadelphia, billed $2,012,700, of which $1,095,400 was in capitalized fees. Comparable figures in 1959 were $1,795,600 and $1,047,700. It added Foote Mineral Co. and reported no account losses. Media breakdown: Business papers 90%, newspapers 4%, magazines 3%, radio 2% and farm publications 1%. It has 25 employes in two offices and expects business to rise 10% in 1961.

Richard N. Meltzer Advertising, San Francisco, billed $4,253,600 in 1960, of which $533,600 represented capitalized fees. Of the total, $350,000 represented foreign volume. The agency reported no billings for 1959. Accounts added were Friden Inc., Fireman's Fund Insurance Cos., A&W Root Beer and Vagabond Coach Mfg. Co.; it lost Chrysler International, S.A. It employs 40 persons in four offices. The agency expects its 1961 volume to rise 5%.

Melvin Co., Las Vegas, billed $1,145,516 in 1960, of which $426,174 was in capitalized fees. Comparable figures for 1959 were $846,666 and $392,203. The agency added Rolley Co. (national resort advertising), Nevada State Bank, Las Vegas (regional), Riverside Hotel, Reno (regional). No accounts were lost. Billings breakdown: Outdoor 30%, radio 20%, newspapers 20%, tv 10%, magazines 5%, point of sale 5%, other 5%. The agency has 15 employes, and has a branch office in Reno. It expects business to rise 50% this year.

George T. Metcalf Co., Providence, billed $1,675,738 last year, including $629,274 in capitalized fees. In 1959, its volume was $1,438,669, including fees of $593,772. The agency added Metal Bellows Corp., Debson Fabrics, Dolan Steel Co., Enon Inc. and Gorham Mfg. Co. (promotional materials for the sterling flatware division). It lost Sayles Finishing Plants and Enon. Billings breakdown: Business papers 82.7%, magazines 15.7%, newspapers 1.56%. The agency employs 23 persons in one office.

Richard G. Montgomery & Associates, Portland, Ore., billed $1,400,000 in 1960, of which $300,000 was in capitalized fees. Comparable figures in 1959 were $1,000,000 and $240,000. The agency added Sawyer's Inc. and reported no account losses. Media breakdown: Newspapers 50%, television 15%, magazines 10%, radio 10%, outdoor 5%, business papers 4%, point of sale 2%, farm publications 2%, and transit advertising 2%. The agency has 23 employes in one office and expects billings to rise 14% this year.

Mullican Co., Louisville, billed $1,233,267, of which $336,946 represented capitalized fees. This compared with $1,371,407 billed in 1959,

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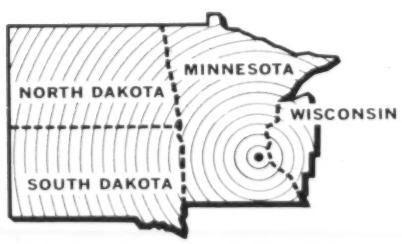

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including $556,726 in capitalized fees. Accounts added were Kentucky Fair & Exposition Center, Commonwealth of Kentucky-Tourist & Travel and Swindler Construction Co. Mullican lost no accounts. Billings breakdown: Newspapers 44.95%, magazines 4.06%, radio 16.25%, television 15.98%, outdoor 9.54%, business publications 7.02%, and farm publications 2.20%. The agency has 18 employes and expects business in 1961 to be about the same as last year.

Needham & Grohmann, New York, billed $3,962,700 in 1960, of which $257,700 was in capitalized fees. Comparable figures for 1959 were $3,655,000 and $219,000. During the year the agency added Hilton Carte Blanche credit card, Hotel Dennis, Atlantic City, and the *Christian Science Monitor* and lost Zeckendorf Hotels, Hotel Plaza and America House. Media breakdown: Magazines 47%, newspapers 32%, business papers 10%, radio and tv 6%, outdoor 3% and supplements 2%. The agency has 41 employes in one office and expects business to rise 15%.

Newmark's Advertising Agency, New York, billed $1,410,000 in 1960, of which $230,000 was in capitalized fees. Billings for 1959 were not revealed. No account gains or losses were reported. Billings breakdown: Newspapers 88%, magazines 9%, business papers 2%, radio .05% and farm publications .05%. It has 19 employes in one office and expects business to rise 5% in 1961.

Newmark, Posner & Mitchell, New York, billed $2,255,000 in 1960, of which $125,000 was in capitalized fees. The agency billed $2,025,000 in 1959. It added Lambretta; Autometrics, a division of Paramount Pictures; and Paramount Food Products. It lost Standard Security Life Insurance. Billings breakdown: Newspapers 55%, magazines 13%, radio 10%, business publications 12%, tv 5%, outdoor 2%, point of sale 2%, transit 1%. The agency has 22 employes, and expects business to rise 10% in 1961.

Palm & Patterson, Cleveland, billed $4,313,020 in 1960 and $4,007,118 in 1959. During the year the agency added Fanner Mfg. Co. and Howell Electric Motors Co. No account losses were reported. Billings breakdown: Business publications 93%, magazines 4%, farm publications 2% and newspapers 1%. The agency has 30 employes and expects business to rise 5% in 1961.

Peitscher, Janda/Associates, Chicago, billed $1,526,666 in 1960, of which $166,666 was in capitalized fees. This compares with $238,000 billed in 1959, of which $28,000 represented capitalized fees. It added Drexel Ice Cream, Martel Electronics, Youthful Shoes; it lost Lennox Industries and Kennatrack. Billings breakdown: Newspapers 10%, magazines 55%, radio 10%, television 10%, business papers 10%, point of sale 5%. The agency employs 15 persons and expects a 10% increase in volume in 1961.

Phillips & Cherbo, Chicago, billed $1,904,000, of which $330,000 represented capitalized fees. This compares with $1,002,000 billed in 1959, $55,000 of which was in capitalized fees. The agency added National School of Aeronautics, Dairy Dan Inc., David C. Cook Publishing Co. and Spencer Press. It lost none. Billings breakdown: Newspapers 10%, magazines 30%, supplements 5%, radio 35%, television 5%, business publications 1%, farm publications 1%, transit advertising 12%, "theater" 1%. It has 22 employes and expects a 30% boost in business in 1961.

Powell, Schoenbrod & Hall Advertising, Chicago, billed $2,148,902 in 1960, including $749,218 in capitalized fees. In 1959, the agency billed $2,115,653, including $745,500 in capitalized fees. Powell reported no gains or losses in accounts. Billings breakdown: Newspapers 20%, magazines 35%, radio 27%, television 16%, outdoor 1% and business publications 1%. Powell employs 18 persons in one office. It expects a volume gain ranging from 10% to 15% this year.

Remington Advertising Inc., Springfield, Mass., billed $1,704,926 in 1960, including $581,213 in capitalized fees. In 1959, the agency billed $1,597,441, including $491,265 in capitalized fees. The agency last year gained Riverside Park. It reported no account loss. Billings breakdown: Newspapers 3.3%, magazines 30.9%, business publications 32.5%, production and service fees 32.4% and television 0.9%. Remington employs 27 persons in one office. It expects '61 volume to be about the same as last year.

Reuter & Bragdon Inc., Pittsburgh, billed $1,251,204 in 1960, including $682,889 in capitalized fees. In 1959, the agency billed $990,547, including $533,554 in capitalized fees. Reuter last year added Copperweld Steel's wire rope division, Admiral Homes, Gardner Displays and Tenak Products Co. It reported no losses. Billings breakdown: Newspapers 15%, magazines 3%, radio 5%, television 2%, business publications 75%. Reuter employs 21 persons in one office (the agency also has an affiliate arrangement with Jones, Brakely & Rockwell, New York). It expects a 50% gain in '61 volume.

Rives, Dyke & Co., Houston, billed $2,726,775 in 1960, of which $228,825 represented capitalized fees. Comparable figures for 1959 were $2,751,245 and $100,417. The agency added four accounts—Cardwell Mfg. Co., Electrodynamics Instrument Corp., Geo H. Lewis & Sons and Plastic Applicators Inc.; it dropped Bowen-Itco Inc. Business publications took 76% of billings, newspapers 11%, outdoor 6.5%, television 3%, magazines 2%, radio 1% and farm publications 0.5%. The agency has 30 employes and expects a 15% decline in volume in 1961.

Robertson Advertising (formerly Robertson, Buckley & Gotsch), Chicago, billed $2,177,636 in 1960, including $1,201,887 in capitalized fees. Billings in 1959 amounted to $1,894,949, including $1,070,248 in fees. The agency added Elgin National Watch Co. during the year. Business publications accounted for 40% of billings, newspapers 2%, magazines 1%, farm publications 2%, point of sale 1%, public relations 34% and collateral services 20%. The agency split on the first of this month, as Clarence M. Gotsch, vp and secretary, departed to set up his own agency, C. M. Gotsch Advertising. Until the split, the agency employed 24 people in one office. Billings of Robertson Advertising in 1961 are expected to be about $1,000,000.

Irving J. Rosenbloom & Associates, Chicago, billed $4,100,000 in 1960, including $133,400 in capitalized fees and $50,000 in foreign billings. During the year it added American Automatic Typewriter Co., Illinois Baking Corp. and Barton Distilling Co.; it reported no accounts dropped. Billings breakdown: Newspapers 20%, magazines 25%, radio 10%, tv 15%, outdoor 10%, business publications 15%, transit advertising 5%. The agency has 22 employes in two offices, and expects 1961 volume to rise 20%.

Sanger-Funnell, New York, billed $1,515,380 in 1960, of which $747,270 was in capitalized fees. Comparable figures for 1959 were $1,788,646 and $882,787. The agency added Electronic Counters and lost Foster Engineering Co. Billings breakdown: Business publications 55%, printing and production 25%, public relations 10%, newspapers 5% and magazines 5%. The agency has 19 employes in two offices and expects billings to be up in 1961.

G. R. Sauviat & Associates, Montreal, billed $1,373,190 in 1960, of which $46,690 was in capitalized fees and $15,000 in Canadian business. Comparable figures for 1959 were $820,850, $33,350 and $12,000. The agency added Quebec Natural Gas Corp., Bristol Laboratories, and Burroughs Wellcome. It reported no losses. Billings breakdown: Newspapers 30%, business publications 20%, supplements 10%, farm publications 5%, transit advertising 5%, magazines 5%. The agency has two offices (Montreal and Toronto), employs 32 people, and expects business to rise 50% this year.

E. J. Scheaffer & Associates Advertising Agency, Miami, billed $1,109,500 in 1960, including $698,000 in capitalized fees. In 1959, the agency billed a total of $700,000. Last year Scheaffer added Builder Home Sales, Lumidor Mfg. Corp., Miami Window Corp., North Dade Country Club, Realsite Inc., and Radio Station WKAT. It reported no account losses. Scheaffer employs 12 persons in one office. It expects a 15% rise in '61 volume.

M. B. Scott Inc., Beverly Hills, billed $1,714,000 in 1960, of which $62,400 represented capitalized fees. Billings in 1959 amounted to $1,649,700, including $89,700 in capitalized fees. The agency added three accounts, Scoresby scotch whisky, Bill Murphy Buick and J. C. Fortune Automobiles. Radio accounted for 65% of billings, television 15%, outdoor 3% and farm publications 5%. The agency employs ten persons in eight offices and expects no change in 1961 volume.

Shaller-Rubin Co., New York, billed $2,552,000 in 1960, of which $1,478,000 was in capitalized fees. Comparable figures for 1959 were $2,026,000 and $1,396,000. The agency added Sunray Inc.; Cameo Inc. for cushion grip denture adhesive and Smartee nail polish; and Minneapolis Moline for its dealer program. It reported no losses. Billings breakdown: Magazines 45%, tv 17%, newspapers 15%, supplements 13%, radio 5%, business publications 5%. The agency has one office and employs 32. It expects business to rise 40% this year.

Shevlo Inc., New York, billed $3,062,325 in 1960, of which $425,325 was in capitalized fees. In 1959 it reported $3,039,300, of which $599,300 was capitalized fees. Newspapers and magazines each got 30% of the billings, radio and outdoor 10% each, business publications 15% and point of sale 5%. There are 22 employes in one office and 1961 volume is expected to be about the same.

Simons-Michelson Co., Detroit, reported billings of approximately $3,000,000 for 1960, but did not report a figure for the preceding year. The company added one major account, the Republican State Central Committee of Michigan, and employs 40 people in one office. The agency expects 1961 volume to remain about the same as 1960.

Smith & Dorian Inc., New York, billed $2,200,000 in capitalized fees in 1960, as compared with $2,100,000 in capitalized fees in 1959. The agency last year gained C. Bruno & Sons, M. Hohner and Ercona. It reported no lost accounts, Billings breakdown: Newspapers 5%, magazines 40%, business publications 40%, point of sale 10% and direct mail 5%. Smith & Dorian employs 22 persons in two offices. It expects a 30% advance in volume this year.

Stern, Hayes & Lang, Miami Beach, billed $1,021,597 in 1960, against $882,228 in 1959. The agency added Lombardy Hotel, Executive Apartments and Carlsbad Spa, and lost Singapore and Cadillac hotels. Billings breakdown: Newspapers 79%, magazines 13%, business papers 6%, supplements 1% and radio 1%. The agency has ten employes and expects business to be about the same in 1961.

Stern, Walters & Simmons, Chicago, billed $3,031,181 in 1960, of which $863,287 represented capitalized fees. This compares with $2,366,667 billed in 1959, with $731,489 of this in capitalized fees. It added Storkline Furniture Corp., United Insurance Co., TV Time Foods and L. S. Wilson Mfg. Co. It lost Barton Distilling Co. Billings breakdown: Newspapers 27.5%, magazines and supplements 13%, radio and television 20%, business publications 11%, "other" 28.5%. The agency has 25 employes and expects a 10% or 15% increase in business in 1961.

James A. Stewart Co., Carnegie, Pa., billed $1,328,712 in 1960, of which $757,712 represented capitalized fees. Comparable figures in 1949 were $1,230,000 and $750,000. During the year, the agency added Mohay Chemical Co. public relations; Vimco Macaroni Products Co. and Borden Ice Cream Co.'s Pittsburgh division; it lost no accounts. Billings breakdown: Business publications 40%, point of sale 40%, newspapers 8%, magazines 5%, radio 2%, outdoor 4%, farm publications 1%. The agency has 18 employes in two offices, and expects 1961 volume to rise 5%.

Howard Swink Advertising Agency, Marion, O., billed $2,244,625 in 1960, of which $819,920 represented capitalized fees. This compares with $1,815,902 billed in 1959, with $749,680 representing capitalized fees. Accounts added were the industrial and building products division of American Welding & Mfg. Co., Arcair Inc., Kingham Trailer Co. and Revco Inc. In January, 1961, it added Galion Iron Works & Mfg. Co. The agency reported no accounts lost. Billings breakdown: Newspapers 1%, magazines 10%, radio 1%, business publications 88%. Swink has 46 employes and expects a 15% increase in volume in 1961.

Symonds, MacKenzie & Co., Chicago, billed $3,371,586 in 1960, of which $2,576,142 represented capitalized fees. Comparable figures in 1959 were $3,347,015 and $2,213,416. During the year the agency added no accounts, but dropped the Howard B. Jones division of Cinch Mfg. Corp. Billings breakdown: Newspapers 2%, magazines 4%, business publications 92%, point of sale 2%. The agency has 20 employes in one office and expects 1961 volume to be down 8%.

Arthur Towell Inc., Madison, Wis., billed $1,146,326 in 1960, of which $207,250 represented capitalized fees. This compares with $1,079,520 billed the previous year, including $245,869 in capitalized fees. Towell added the industrial billings for Parker Pen Co. and lost no accounts. Billings break-

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down: Newspapers 13%, magazines 25%, radio 15%, television 7%, outdoor 2%, business publications 23%, farm publications 15%. The agency has 14 employes. It expects its 1961 volume to be about the same as in 1960.

O. S. Tyson & Co., New York, billed $4,800,000 in 1960, including $2,500,000 in capitalized fees. The agency did not report its 1959 figures. Last year, it added American Pulley, Cerro, Lanston, Danfoss, Union Carbide Development, Welbilt, Driver-Harris and Traylor Engineering, while losing Richardson Scale. Billings breakdown: Business publications 80%, other media 20%. Tyson employs 58 persons in one office. Billings are expected to increase 10% this year.

Van Brunt & Co., New York, billed $1,500,000 in 1960, of which $200,000 was in capitalized fees. Corresponding figures for 1959 were $900,000 and $150,000. The agency added Bachelor Party Tours, Trimingham's and Time Inc.'s *Architectural Forum*, and lost American Trade Publishing Co. Billings breakdown: Newspapers 40%, magazines 35%, direct mail, merchandising, promotion and point of sale 15% and business papers 10%. Van Brunt has 15 employes and expects business to rise 50% this year.

Paul Venze Associates, Baltimore, billed $1,400,000 in 1960. The agency did not report billings for the previous year. The agency added one account, Surety Acceptance Co. Direct mail accounted for 37.5% of billings, television 30%, radio 15%, magazines 8%, newspapers 3%, transit advertising 2%, point of sale 4% and outdoor 0.5%. The agency employs 20 people in one office and expects a 5% increase in 1961 volume.

M. Belmont Ver Standig Inc., Washington, D. C., billed $3,910,500 in 1960. Its 1959 figure was $3,890,000. The agency last year added the Bureau of National Affairs and the American Mercury Insurance Co. It lost Dart Drug Co. and Wilkins Coffee Co. Billings breakdown: Newspapers 20%, magazines 30%, radio 5%, television 30%, outdoor 5%, business publications 10%. The agency employs 29 persons in one office. It expects a 5% volume drop this year.

White & Shuford Advertising, El Paso, billed $1,618,899 in 1960, of which $601,160 represented capitalized fees. Comparable figures for 1959 were $1,470,605 and $474,424. It added Safeway Stores—El Paso division, Summit Saving Stamp Co., Northgate Shopping Center; it lost Hilton Inn. Billings breakdown: Newspapers 28%, magazines 20%, radio 15%, television 26%, outdoor 8%, business papers 3%. The agency has 22 employes and expects a 5% increase in volume in 1961.

Wildrick & Miller, New York, billed $2,168,438 in 1960, of which $1,238,154 represented capitalized fees. During the year it added Haveg Industries; it reported no accounts dropped. Billings breakdown: Newspapers 5%, magazines 10%, radio 5%, business publications 30%, farm publications 50%. It has 27 employes in one office and expects 1961 volume to rise 10%.

Thomas C. Wilson Advertising Agency, Reno, Nev., billed $1,133,000 in 1960, of which $308,000 represented capitalized fees. In 1959, it billed $1,085,710, of which $260,320 was in capitalized fees. Accounts added were Tahoe Keys, Squaw Valley Assn. & Lodge, Velvet Ice Cream. The agency lost Squaw Valley Inn. Media breakdown: Newspapers 50.68%, magazines 5.35%, radio 13.20%, television 6.24%, outdoor 22.34%, business papers 0.65%, farm publications 0.16%, "other" 1.38%. The agency employs 19 persons and expects a 10% business increase in 1961.

Wyatt Advertising, San Antonio, billed $1,197,034 in 1960, including $240,200 in capitalized fees. The 1959 total was $1,193,989, including $247,683 in capitalized fees. The agency reported no gains or losses in accounts last year. Billings breakdown: Newspapers 30%, magazines 10%, radio 10%, television 40%, outdoor 8%, and transit advertising 2%. The agency employs 14 persons in one office. It expects 1961 volume to be about the same as last year.

Wyman Co., San Francisco, billed $1,000,000 in 1960, of which $600,000 was in capitalized fees. The previous year, it billed $1,400,000, with $800,000 of this in capitalized fees. The agency added Christopher Milk, Dymo Industries and Guardian Paper Co. and lost no accounts. Billings breakdown: Newspapers 20%, magazines 10%, radio 10%, television 4%, outdoor 1%, business papers 10%, sales promotion and direct mail 30%, public relations 15%. Wyman has 20 employes.

222 Under-$1,000,000 Agencies Tell Billing

Optimism Abounds in '61, but 29 Agencies Report Lower Volume

NEW YORK, Feb. 23—In the under $1,000,000 bracket 222 agencies reported their 1960 billings to ADVERTISING AGE. A year ago 233 agencies in this bracket reported their 1959 billings to AA.

In this group, as in the $1-5,000,000 bracket above it, only agencies reporting to AA are included. In the brackets of $5,000,000 and up, AA reporters make every effort to include all agencies in the U.S. and Canada attaining that billing, but in the brackets below $5,000,000 only agencies which voluntarily furnished their billings figures are reported.

■ On the whole, most of the agencies reported in this bracket had a good year in 1960. Only 29 reported lower billing than in 1959.

Characteristically, this bracket contains agencies which can make phenomenal percentage gains, and the sobering influence of the 1961 economy seems to have affected only the most ebullient. Only three of the agencies which forecast 1961 volume felt that it would be lower than 1960; 39 felt the two years would be about the same. The largest single bloc felt that 1961 would show gains between 10% and 20% for them, the second bloc felt it would be a year showing a 5% or 10% gain. Almost as many agencies as forecast a year of 5% or 10% gain foresaw a year with gains running from 20% to 40%. Some 10 agencies thought they saw gains of from 50% to 100%, seven agencies forecast a 100% gain, one agency predicted a gain of 108%, and one believed 1961 would show a gain of 150%.

Here are agency-by-agency reports, arranged alphabetically:

Abrams & Bogue, New York, billed $267,255 in 1960, of which $110,242 represented capitalized fees. This compared with 1959 billings of $219,359, including $92,084 in capitalized fees. The agency added the Hanover Insurance Group during the year, losing no accounts. Business papers accounted for 60% of billings, newspapers 10% and other media 30%. The agency expects 1961 volume to increase 15%.

Ad-Art Associates, Reading, Pa., billed $46,706 in 1960, of which $41,389 was in capitalized fees. This compares with $55,968 billed in 1959, with $45,303 of this representing capitalized fees. The agency added Avril Inc. for artwork and layout only. It lost no accounts. Billings breakdown: Magazines 40%; direct mail, layout and artwork 60%. The agency expects its 1961 volume to be about the same as 1960.

Edward A. Adler & Associates, Mystic, Conn., billed $65,000, all in capitalized fees, in 1960, same as in 1959. During the year it added Connecticut Investment Casting Corp., and Norwich, Conn., Marina. Billings breakdown: Newspapers 60%, radio 20%, outdoor 10%, business publications 10%. Adler has one employe and expects 1961 volume to rise 15%.

Herbert B. Adler Advertising, Jersey City, billed $57,668 in 1960, of which $23,529 represented capitalized fees. During the year it added Norwegina Frozen Fish Ltd., Academy Metal Products Co., Standard Agricultural Chemicals and Ennex Corp. Billings breakdown: Newspapers 28%, radio 17%, business publications 11%, transit advertising 2%, point of sale 2%, printed media 40%. It has two employes in one office and expects 1961 volume to rise 15%.

Ad-ventures Inc., Portland, Me., billed $189,500 in 1960, including $112,700 in capitalized fees. Comparable figures were $139,000 and $90,000 in 1959. The agency added Boyd Corp., Belknap Mountain Recreation Area and Pine Tree shopping center. It dropped Old Orchard Beach. Billings breakdown: Newspapers 51%, magazines 5%, radio 5%, television 1%, outdoor 14% and business papers 25%. The agency has four employes and expects a 20% rise in 1961 volume.

Advertising Agency Associates, Newton, Mass., billed $174,000 in 1960, its first year of business. Capitalized fees represented $134,000. The agency added three major accounts, Boston Institute of Medical Secretaries, Jiminy Cricket Travel Service and Rogers Bros. Shoes. Newspapers accounted for 35% of billings, magazines 25%, radio 10%, television 25% and farm publications 5%. The agency employs four persons in one office and expects a 20% increase in 1961 volume.

Advertising & Public Relations Consultants, Pittsburgh, billed $260,643 in 1960, of which $211,527 represented capitalized fees. Comparable figures for 1959 were $102,335 and $82,185. The agency added Standard Auto & Radio Service, Motor Coils Mfg. and Emglo Mfg.; no accounts were dropped. Newspapers took 48% of billings, radio 22%, direct mail 16%, business papers 11%, magazines 2% and television 1%. The agency has seven employes and expects volume to increase another 100% in 1961.

Advertising Center, Atlanta, billed $184,000 in 1960, of which $120,000 represented capitalized fees. Comparable figures in 1959 were $158,000 and $110,000. During the year it added Southeastern Assn. of Independent Insurance Agents, Rod & Gun Inc., Bird-Stop Co.; it lost Feather Craft Inc., Southern General Insurance Co. and Progressive Fire Insurance Co. Billings breakdown: Newspapers 3%, magazines 12%, radio 8%, tv 3%, outdoor 3%, business publications 70%, point of sale 1%. It has four employes in one office and expects 1961 volume to rise 20%.

R. H. Alber Co., Los Angeles, billed $932,483 in 1960, of which $35,402 was in capitalized fees and $90,345 in foreign billings. Corresponding figures for 1959 were $949,625 in billings, including $36,631 in capitalized fees and $101,145 in foreign billings. Radio got 95.5% of the billings, television 3%, newspapers 1% and magazines 0.5%. Alber has five employes in one office and 1961 volume is expected to be about the same.

Altman-Hall Associates, Erie, Pa., billed $607,915 in 1960, of which $284,149 was in capitalized fees. Comparable figures for 1959 were $494,046 and $204,693. The agency added Pennsylvania Gas Co. It reported no losses. Billings breakdown: Literature and direct mail 36%, business publications 50%, newspapers 5%, tv 4%, magazines 2%, radio 2%, outdoor 1%. The agency employs seven persons in one office, and expects business to rise 15% this year.

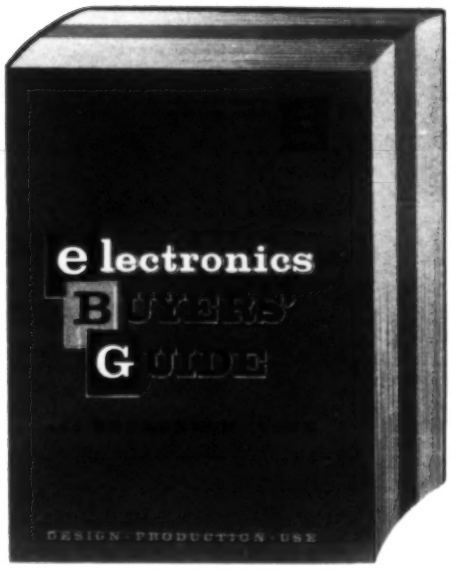
AMS Advertising Agency, Houston, billed $246,700 in 1960, of which $66,700 was in capitalized fees. This compared with 1959 billings of $256,800, of which $26,800 was in capitalized fees. The agency added two accounts, University Savings and Frizzell Pontiac Inc. Radio accounted for 60% of billings, newspapers 10%, magazines 5%, television 18%, outdoor 1%, business papers 4% and other media 2%. The agency employs four persons in two offices and expects a 25% or 50% gain in 1961 volume.

Andrews Co., Chicago, billed $426,399 in 1960, of which $399,966 was in capitalized fees. Comparable figures for 1959 were $295,300 and $266,800. It added Lincoln Square Savings & Loan Assn., Triumph Horn & Alarm Co. and Acme Sponge & Chamois Co. and reported no account losses. Billings breakdown: Business papers 75%, farm publications 20%, magazines 3% and newspapers 2%. Andrews has three employes in one office and expects business to be about the same this year.

Ardee Associates, Rochester, billed $470,000 in 1960, of which $270,000 represented capitalized fees. During the year it added Film Service Centers, Sealy Mattress Co. (regional), and Graflex Inc. Billings breakdown: Newspapers 15%, magazines 8%, radio 15%, tv 20%, outdoor 5%, business publications 15%, point of sale 22%. It has eight employes in one office and expects 1961 volume to rise 100%.

Donald L. Arends, La Grange, Ill., billed $500,640 in 1960, of which $322,350 was in capitalized fees. This compared with 1959 billings of $235,360, including $186,760 in capitalized fees. The agency added five major accounts, including Driv-Lok Corp. and Bates Packing Services. Magazines accounted for 81% of billings, farm publications 8%, newspapers 7.5%, radio 1.5%, television 0.5%, outdoor 0.25%, and business papers 1.25%. The agency employs eight persons in one office and expects 1961 volume to increase 108%.

Aron & Shore Advertising, Philadelphia, billed $412,000 in 1960, of which $188,000 was in capitalized fees. Comparable figures for 1959 were $252,560 and $127,560. The agency added General Repub-



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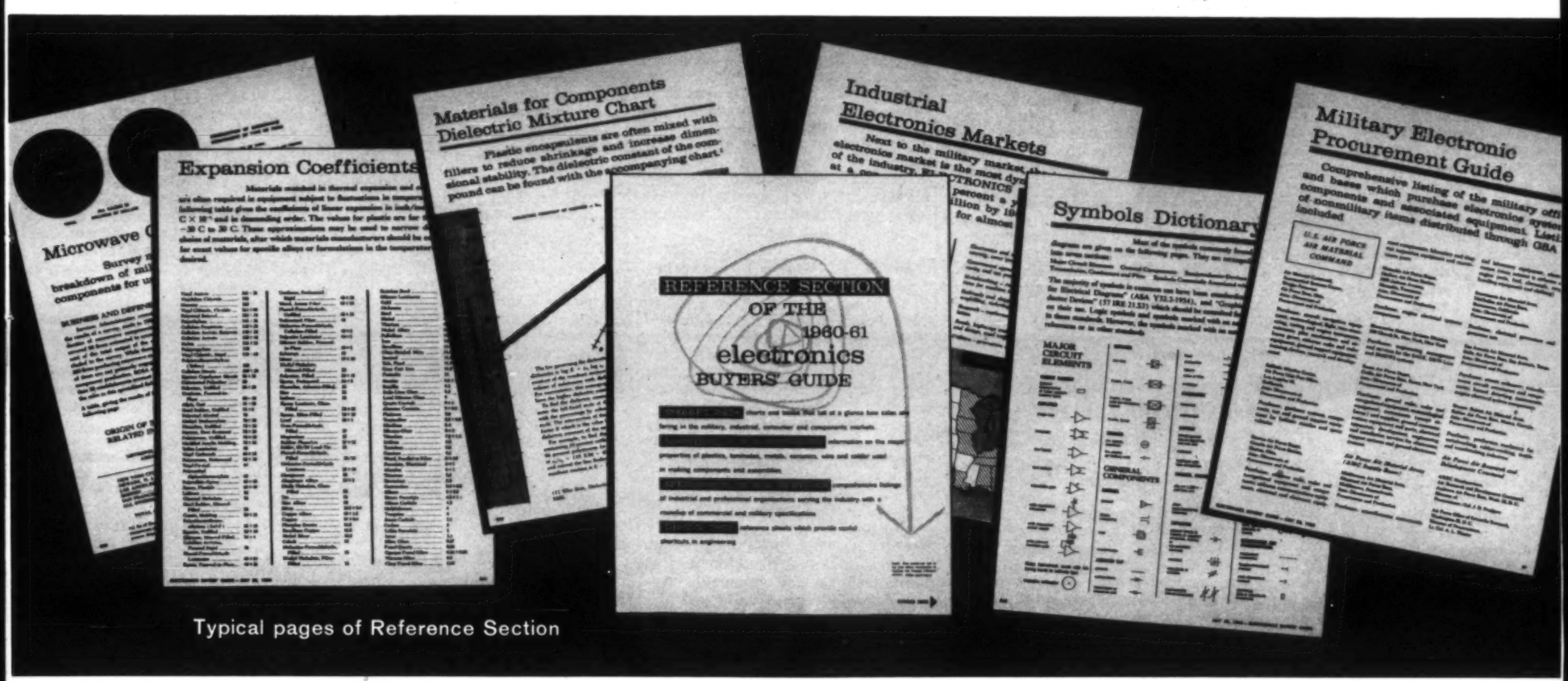

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lic Heating, Germantown Mfg. Co. and Brands Inc., and reported "no big" losses. Billings breakdown: Newspapers 62%, radio 28%, magazines 5%, point of sale 4%, outdoor 1%. The agency has nine employes, and expects business to rise 50% this year.

Robert Aronson Associates, Boston, billed $492,426 in 1960, of which $245,939 was in capitalized fees. Comparable figures for 1959 were $305,284 and $197,219. The agency gained and lost the Father & Son division of Endicott-Johnson Corp.; added E. R. Knox Inc., B. R. Page Co., Gardner Commission for New Business, and Dy-Dee Service. It lost Jiminy Cricket Travel Service. Billings breakdown: Newspapers 36%, business publications 20%, magazines 20%, tv 15%, radio 5%, supplements 4%. The agency employs nine people in one office. It expects business to be about the same as last year.

Ashby & Associates, Cleveland, billed $338,668 in 1960, its first year in business. Capitalized fees represented $268,000 of billings. The agency added 20 accounts during the year. Business papers accounted for 62% of billings, newspapers 2%, radio 1%, point of sale 25% and other media 10%. The agency employs five persons in one office and expects a 20% gain in 1961 volume.

Axelsen Advertising, Salt Lake City, Utah, billed $360,070 in 1960, of which $28,000 was in capitalized fees, compared with 1959 figures of $302,551 and $20,000. Western Savings & Loan Co. was added. Newspapers got 38% of the billings, magazines 15%, radio 20%, television 10%, outdoor 7%, business publications 1%, farm publications 0.5%, transit advertising 2.5%, point of sale 2% and direct mail, brochures, etc. 10%. The agency has five employes in one office and an 8% or 10% billings rise is expected for 1961.

B & B Promotion Service, Ft. Myers, Fla., billed $47,100 in 1960, of which $35,100 was in capitalized fees. Comparable figures for 1959 were $12,200 and $10,700. The agency added Shanty Boat Cruises Inc., Vagabond Voyages, and General Panel Corp. Billings breakdown: Newspapers 50%, tv 9%, magazines 6%, business publications 6%, outdoor 4%, radio 3.5%, other 21.5%.

Fred R. Becker Advertising Agency, Louisville, billed $417,925 in 1960, of which $6,910 represented capitalized fees. Comparable figures for 1959 were $392,735 and $5,496. The agency added Portland Federal Savings & Loan Assn. and McDonald's Drive-In Restaurants during the year: dropped Vogt Bros. Mfg. Co. Billings breakdown: Newspapers 33%, magazines 7.5%, supplements 3%, radio 10%, television 27%, outdoor 6.7%, business publications 7%, farm publications 5.8%. The agency has seven employes and looks for a 22% volume gain in 1961.

Beltaire & Hull, Detroit, billed $312,435 in 1960 of which $163,750 represented capitalized fees. Comparable figures in 1959 were $262,150 and $94,500. During the year it added Archives of American Art, Fleetwing Terminal Corp. and Sea Ray division of Ray Industries & Whitehead Marine. Billings breakdown: Newspapers 20%, magazines 40%, radio 5%, tv 10%, business publications 25%. The agency has seven employes in one office and expects 1961 volume to rise 40%.

Bentley, Barnes & Lynn, Chicago, reported 1960 billings of approximately $440,010, of which $20,010 represented capitalized fees. No billings figures were reported for 1959. The agency added two accounts, Kosher Zion Co. and David Berg & Co., while losing none. Newspapers accounted for about 60% of billings, radio 10%, television 20%, outdoor 5% and business papers 5%. The agency employs six persons in one office and expects 1961 volume to rise 25%.

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for billings figures and other data about the nation's advertising agencies. The usual features will be back in their regular places next week.

Berghoff Associates, Los Angeles, reported that it billed $600,000, of which $200,000 was capitalized fees. In 1959 it reported $360,000, including $150,000 in capitalized fees. Accounts added were Filon Plastics Inc., Niagara Trading Co., Certi-Bond City and five others; no losses are reported. Newspapers, radio and television each got 10% of the billings; magazines 20%; supplements and farm publications 5% each; outdoor, transit advertising and point of sale 3% each; business publications 15% and direct mail and premiums 16%. The agency has 22 employes in three offices and expects a 25% volume increase in 1961.

Black, Little & Co., Newark, billed $833,400 in 1960, of which $133,400 represented capitalized fees. In 1959, the agency billed $500,000. No accounts were dropped while three were added: Lehigh Warehouse & Transportation, Brenten Organization and Adam Cook's Sons. The agency put 55% of billings into newspapers, 20% in radio, 15% in business papers, 5% in magazines and 5% in outdoor. It has nine employes in two offices and looks for a 25% volume gain in 1961.

Bogarad & Ehrhardt, Miami, billed $260,000 in 1960, of which $160,000 represented capitalized fees. Billings breakdown: Business publications 60%, other 40%. The agency has five employes.

Bonfield Associates, Oakland, Cal., billed $978,189, including $499,414 in capitalized fees. In 1959 billings were $715,000, including $461,000 capitalized. During the year it added Vidar Corp. and Pacific Electro Magnetics Corp. and dropped Precision Instruments. All advertising is in business publications. There are eight employes in one office. A 20% rise in 1961 volume is forecast.

Braco Associates Advertising, New York, billed $272,000 in 1960, of which $60,000 represented capitalized fees. Comparable figures in 1959 were $220,000 and $40,000. During the year, Braco added Fillipo Berio Olive Oil and dropped J. G. Marshall Mfg. Co. Billings breakdown: Newspapers 55%, magazines 27%, radio 12%, outdoor 2%, business publications 3%, point of sale 1%. The agency has seven employes in one office, and expects 1961 volume to rise 10% or 20%.

Arthur Braitsch Advertising, Providence, R. I., billed $136,300 in 1960, of which $33,100 was in capitalized fees. Comparable figures for 1959 were $121,600 and $26,681. The agency added Martin Golden & Sons and lost Baird North Jewelers. Billings breakdown: Radio 40%, newspapers 25%, business publications 10%, tv 5%, other 15%. The agency has three employes and expects business to rise 15% this year.

R. C. Breth Inc., Green Bay, Wis., billed $295,313 in 1960, including $9,673 in capitalized fees. Corresponding figures in 1959 were $292,105 and $8,894. Breth added Altenburg Cheese, Marathon Millwork and Duwe Precast Concrete Products. It lost Acorn Barn Equipment Co. Newspapers got 13% of the billings, magazines 11.5%, radio 3%, television 5%, outdoor 1%, business papers 46%, farm publications 19% and point of sale 1%. The agency has three employes and expects a 10% increase in 1961 volume.

Bridges-Sharp & Associates, Dayton, O., billed $520,150 last year, of which $150,582 was in capitalized fees. Comparable figures for 1959 were $461,382 and $102,467. The agency added Airway Shopping Center, Bluebird Baking Co., Jiffy Pop Popcorn (regional), and King Cole and Red Fox restaurants, and lost none. Billings breakdown: Radio 35%, newspaper 27%, tv 15%, outdoor 6%, business papers 5%, direct mail 5%, point of sale 4%, magazines 1%. The agency employs eight people and expects business to rise 15% this year.

Brian E. Brown Advertising, Scarborough, Ont., billed $120,000 in 1960, compared with $100,000 in 1959. It added W. J. Knox Ltd. and Resilient Flooring Contractors Assn. and lost W. L. Ballentine Co. Ltd. Business publications got about 90% of the billings, newspapers 5% and magazines and farm publications 2% each. Brown has three employes in one office and 1961 volume is expected to be about the same.

Perry Brown Advertising (formerly Brown, Friedman & Co.), New Orleans, La., billed $378,100 in 1960, of which $200,100 was in capitalized fees. Comparable figures for 1959 were $76,672 and $7,420. The agency reported that its new clients were "too numerous to mention," and listed no losses. Billings breakdown: Television 40%, newspapers 20%, magazines 17%, radio 10%, outdoor 7%, business publications 3%, point of sale 1%, transit under 1%, other 1%. The agency employs 10 people in two offices and expects business to be up 150% this year.

Buckfire & Co., Detroit, billed $155,100 in 1960, of which $90,100 represented capitalized fees. Comparable figures for 1959 were $105,400 and $76,700. The agency added Carpet Center Stores and Silco Building Corp. during the year, dropping Schratz Products. Newspapers took 80% of billings, magazines 10%, radio 5% and outdoor 5%. The agency has one employe and looks for a 20% volume gain in 1961.

David K. Burnap Inc., Dayton, O., billed $603,580 in which $493,580 was in capitalized fees. Comparable figures for 1959 were $343,279 and $271,622. The agency added Viking Air Products Inc., Piqua Machine & Mfg. Inc., New Design & Development Co. and Dayton Bag & Burlap Inc. Billings breakdown: Magazines 30%, business publications 25%, newspapers 10%, other 35%. It has four employes and expects business to rise 20% this year.

Burr Agency, Toledo, billed $313,875 in 1960 of which $267,313 was in capitalized fees and $500 in Canadian business. Comparable figures for 1959 were $273,424, $228,271 and $300. It reported no gains or losses. Billings breakdown: Business publications 30%, newspapers 25%, tv 20%, radio 12%, outdoor 5%, point of sale 3%. The agency employs seven persons in two offices, and expects business to rise 15% this year.

Kenneth B. Butler & Associates, Mendota, Ill., billed $636,525 in 1960, of which $206,997 represented capitalized fees. This compares with $723,054 billed in 1959, $233,710 of which was in capitalized fees. Accounts added were Schwarz Paper Co., Finco Inc., Kemlite, Champion Machinery, Summy-Birchard Co.; accounts lost were G. Leblanc Corp., and Eclipse Lawn Mower. Billings breakdown: Newspapers 5%, magazines 22%, outdoor 1%, business publications 43%, farm publications 17%, point of sale 3%, direct mail 9%. The agency has 13 employes and expects a 15% increase in volume in 1961.

Buxton Advertising, Pasadena, Cal., billed $694,760 in 1960, of which $134,760 was in capitalized fees. Comparable figures for 1959 were $817,564 and $148,274. The agency added Cetron Electronics, Superior Savings & Loan, Andrew Brown Co., Continental Machinery and State Industries. It reported no losses. Billings breakdown: Newspapers 30%, business papers 20%, direct mail 18%, outdoor 12%, magazines 10%, television 5%, radio 2.5%, transit advertising 2%, point of sale, 0.5%. The agency has six employes in one office and expects business to be about the same this year.

Byrne Advertising Agency, Los Angeles, billed $69,744 in 1960, including $66,700 in capitalized fees. This compares with $69,690 in billings in 1959, including $66,700 in capitalized fees. No change was reported in the agency's client list. Billings were 50% in newspapers and 50% in magazines. The agency employs three persons in one office and expects no change in 1961 volume.

Cady-Oliver Foltz, Denver, billed $91,360 in 1960, including $53,360 in capitalized fees. It did not report '59 billings. The agency last year gained Eastlake (shopping center) and Photography Workshop. It lost no accounts. Billings breakdown: Newspapers 45%, farm publications 45%, radio 10%. Cady employs four persons. It expects '61 volume to be about the same.

Caswell Advertising Agency, Yanceyville, N. C., which began operations in June, 1960, billed $138,422 in 1960, of which $10,000 represented capitalized fees. The agency went into business with three accounts: Graphic Systems, Yanceyville, Laurence Co., Philadelphia, and New York Art Iron Works, Long Island City. It placed 68% of its billings in business papers, 20% in newspapers, 7% in direct mail and 5% in magazines. The agency has six employes and expects volume to rise 20% in 1961.

Chesapeake Advertising, Norfolk, Va., billed $400,000 in 1960, of which $100,000 represented capitalized fees. Comparable figures for 1959 were $100,000 and $25,000. No accounts were lost while Farm Business Service, Washington, D. C., and Barrow Forest Products Co., Ahoskie, N. C., were added. Media breakdown: Farm publications 40%, radio 18%, business papers 15%, newspapers 10%, point of sale 10%, outdoor 5% and television 2%. The agency has eight employes and sees 1961 about the same as 1960.

Allan Copeland & Garnitz, Chicago, billed $751,426 in 1960, of which $400,000 represented capitalized fees. Comparable figures in 1959 were $650,000 and $300,000. During the year, it added Colonial Pools Corp. and Diabolt Mfg. Co.; it resigned the Howard Parlor Furniture account. Billings breakdown: Newspapers 20%, magazines 25%, supplements 10%, business publications 25%, farm publications 20%. The agency has five employes in one office and expects 1961 volume to rise 20%.

Cose Advertising, New York, billed $105,500 in 1960, of which $22,000 represented capitalized fees and $3,500 represented foreign billings. Comparable figures in 1959 were $93,000, $20,000 and $3,000. During the year, it added Safety First Products, Niccolini Inc., and Frank Mittermeier Inc. Billings breakdown: Newspapers 10%, magazines 80%, point of sale 5%, other 5%. It has two employes in one office, and expects 1961 volume to rise 10%.

Roy F. Cratty Agency, Rockford, Ill., billed $212,524 in 1960, including $148,352 in capitalized fees. In 1959, billings were $332,129, including $256,458 in fees. The agency reported no gains or losses in accounts. Billings breakdown: business publications 95%. Cratty expects '61 volume to be about the same as in '60.

Creative Advertising, Grand Rapids, billed $853,895 in 1960, of which $790,395 represented capitalized fees. Comparable figures in 1959 were $776,710 and $753,710. During the year it added Zondervan Publishing Co., Dake Corp., and Grand Haven Brass.; it dropped Paul-Reed Inc. Billings breakdown: Newspapers 5%, magazines 60%, radio 4%, tv 1%, business publications 30%. The agency has 14 employes in one office and expects 1961 volume to be up 15%.

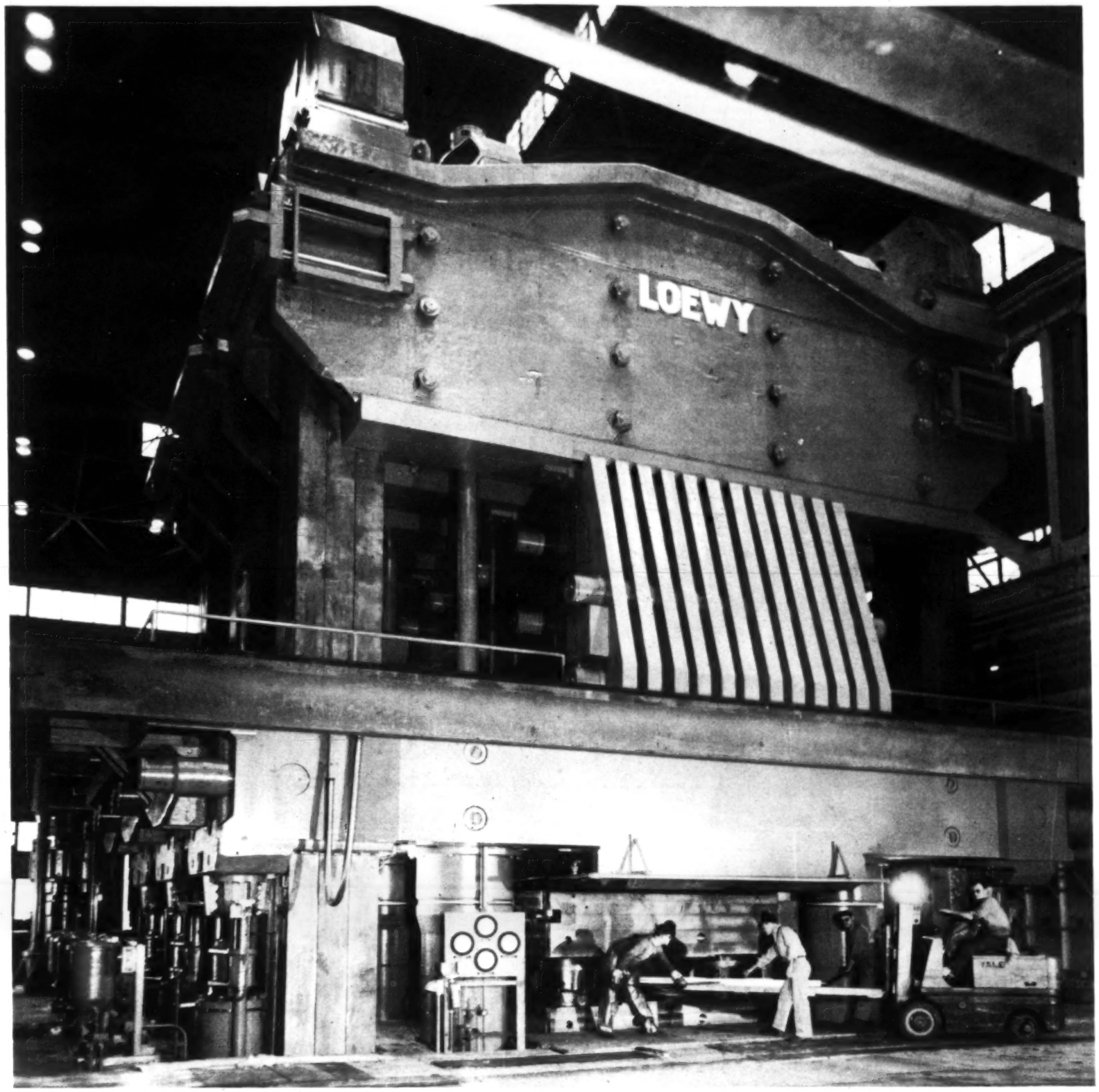
David Inc., St. Paul, billed $300,000 in 1960, compared with $240,000 in 1959. The agency neither lost nor gained any accounts. It put 80% of its billings into television, 10% in newspapers and 10% in radio. It has six employes and expects volume to rise 10% in 1961.

W. N. Davidson Advertising Agency, Chicago, organized in 1960, billed $238,390, of which $3,390 represented capitalized fees. The agency put 35% of its billings into business papers, 25% in radio, 25% in magazines and 15% in newspapers. It has three employes and looks for a 50% volume increase in 1961.

Dickerman Advertising, New Hyde Park, N. Y., billed $498,000 in 1960, of which $335,000 represented capitalized fees. Comparable figures in 1959 were $450,000 and $300,000. Billings breakdown: Newspapers 25%, magazines 25%, business publications 50%. It has six employes in one office and expects 1961 volume to rise 10%.

Direct Advertising Co., Montreal, billed $350,000 in 1960, of which $300,000 represented capitalized fees. Figures were the same as in 1959. Billings breakdown: Direct mail 80%, magazines 8%, farm publications 5%, newspapers 5%, radio 2%. The agency has six employes and expects business to rise 20% in 1961.

Pat Dodson Advertising, Pensacola, Fla., billed $201,336 in 1960, of which $80,520 was in capitalized



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fees. Comparable figures for 1959 were $138,000 and $48,000. The agency added City of Pensacola, Commercial National Bank and Pensacola Greyhound Park, and lost First National Bank of Union. Billings breakdown: Newspapers 38%, outdoor 25%, tv 15%, radio 10%, magazines 3%, other 9%. It has eight employes. It expects business to rise 20% this year.

Charles F. Dowd Inc., Toledo, billed $230,192 in 1960, of which $98,351 represented capitalized fees. The agency did not report its billings last year. During the year it added Crestview of Ohio Inc. and Flower Hospital; it dropped the Christy Co. account. Billings breakdown: Newspapers 5%, magazines 59%, radio 13%, tv 22%, outdoor 1%. Dowd has five employes in one office, and expects 1961 volume to run about the same as in '60.

Maynard L. Durham & Associates, Carthage, Mo., billed $104,941 in 1960, of which $36,371 represented capitalized fees. Comparable figures in 1959 were $121,290 and $34,973. During the year it added Turney Wood Products and Missouri Steel Castings Co. It has two employes and expects 1961 volume to rise 7%.

The Eldridge Co., Philadelphia, billed $392,930 in 1960, of which $201,350 represented capitalized fees. Comparable figures for 1959 were $316,455 and $125,835. It added Automatic Timing & Controls Inc.; no accounts were dropped. Business papers got 98% of billings, farm publications 2%. The agency has six employes and sees 1961 about the same as 1960.

Ray Ellis Advertising, Chatham, N. J., billed $760,000 in 1960, including $160,000 in capitalized fees. In 1959 it billed $560,000, including $130,000 in fees. Ellis added Union Steel Corp., Minerals & Chemicals Corp. of America and Wm. Steinen Mfg. Co. In December it lost Minerals & Chemicals. Billings breakdown: Business publications 85%, newspapers 2%, other 13%. Ellis employs seven persons in one office. It expects a 20% volume loss this year.

George Eschbaugh Advertising, Wilson, Kan., billed $175,786 in 1960, of which $135,000 was in capitalized fees, compared with billings of $132,750, of which $100,050 was capitalized fees, in 1959. Farm publications got 80% of the billings, business publications 10%, point of sale 8% and newspapers 2%. The agency has three employes in one office and expects to bill about the same in 1961 as in '60.

Paul F. Etrick & Associates, Dodge City, Kan., billed $30,000 in 1960, of which $18,000 represented capitalized fees. Comparable figures for 1959 were $23,313 and $15,406. The agency added Truck-Trailer Supply Co. and Safety Brake Corp.; no accounts were dropped. Billings breakdown: Newspapers 2%, television 15%, outdoor 2%, business papers 7%, farm publications 25%, point of sale 10% and miscellaneous 39%. The agency has three employes in two offices and looks for a volume gain of 25% or 50% in 1961.

Faber Advertising, Minneapolis, billed $442,000 in 1960 of which $159,100 represented capitalized fees. Billings breakdown: Newspapers 2%, radio 2%, business publications 80%, farm publications 10%, other 6%. It has 11 employes in one office and expects 1961 volume to rise 25%.

Rex Farrall Inc., Canton, Ohio, billed $68,359 in 1960, as against $60,593 in 1959. No account gains or losses were reported. Billings breakdown: Business publications 75%, newspapers 10%, radio 10%, outdoor 3%, magazines 2%. The agency employs two persons in one office. It expects business to be about the same as last year.

Nathan Fein Inc., New York, billed $762,000 in 1960, of which $87,000 was in capitalized fees. This compares with $625,000 billed in 1959, of which $75,000 represented capitalized fees. Fein added Indian Head Mills and lost no accounts. Billings breakdown: Newspapers 5%, magazines 30%, business publications 50%, direct mail 15%. The agency has 10 employes and expects volume in 1961 to be about the same as in the previous year.

Felt Advertising, East Orange, N. J., billed $101,350 in 1960, including $33,350 in capitalized fees. It did not report '59 figures. The agency lost Diamond Expansion Bolt. Billings breakdown: Business publications 70%, newspapers 5%, other 20%. Felt employs three persons. It expects '61 volume to be about the same.

Fletcher, Wessel & Enright Advertising, St. Joseph, Mo., billed $649,023 in 1960, of which $220,970 represented capitalized fees. Comparable figures in 1959 were $505,326 and $208,771. During the year the agency added Wyatt Mfg. Co. Billings breakdown: Newspapers 20%, radio 21%, tv 25%, outdoor 3%, business publications 17%, farm publications 10%, point of sale 2%, telephone directory 2%. The agency has 12 employes in one office and expects 1961 volume to rise 20%.

Harold E. Flint & Associates, Fargo, N. D., billed $939,357 in 1960, of which $216,937 was in capitalized fees, compared with corresponding figures of $678,614 and $231,168 in 1959. The agency added Dakota Salt & Chemical Co. and KSOO-TV. It lost Leo Lumber Co. Newspapers got 47% of the billings, radio 8%, television 25%, business publications 2%, farm publications 8%, point of sale 9% and other media 1%. Flint has ten employes in one office and a 5% increase is predicted for 1961 billings.

Fradkin Advertising, New York, billed $190,000 in 1960, of which $110,000 represented capitalized fees. Comparable figures for 1959 were $140,000 and $80,000. The agency added the concert department of Music Corp. of America during the year; no account losses were reported. Media breakdown: Magazines 40%, point of sale 25%, newspapers 15%, radio 10% and business papers 10%. The agency has three employes and expects a 20% volume increase in 1961.

Friend-Yeomans Co., Costa Mesa, Cal., billed $141,750 in 1960, of which $94,350 was in capitalized fees. Comparable figures for 1959 were $98,350 and $61,750. The agency added the plastics division of Stauffer Laboratories, and Key Resistor Corp. L.A. It lost no accounts. Billings breakdown: Newspapers 60%, business publications 30%, direct mail 10%. The agency employs three people in one office, and expects business to rise 25% this year.

General Advertising Agency, Hollywood, reported 1960 billings of $613,881, of which $61,950 was capitalized fees. Newspapers got 30% of the billings, magazines 25%, radio and outdoor 5% each, television 15%, business publications 10%, farm publications 2% and transit advertising 8%. There are eight employes in one office and a 25% increase is expected in 1961 volume.

L. J. Globus Inc., Los Angeles, billed $290,128 in 1960, of which $89,378 was in capitalized fees. The agency was not in business in 1959. Three accounts were added: Catalina Inc., Gaylord Shirts and Norman Wiatt. Magazines accounted for 60% of billings, newspapers 3%, television 4%, business papers 20%, point of sale 12% and

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1934-1959...25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP!

Can an egghead grow up to be president?

Yes. President of a college, a corporation, or of the United States.

This assurance (if you need it) comes to you from the Saturday Review, a magazine which defines an egghead as a thinking adult. Since you are spending the time to read this, you may well be one yourself.

If so, we at Saturday Review say to you, take heart. We see many happy signs that eggheads are in style. Show your intelligence openly. It is not necessary to pretend to mediocrity.

Our picture above to the contrary, you cannot tell an egghead by his appearance. But he can never conceal the one sure way he gives himself away.

He reads.

He reads, not alone for entertainment, but to learn. To acquire new knowledge, he is willing to trade his time and his concentration. Saturday Review requires both.

Our editor, who ought to know, explains it this way: "We address ourselves to the educated, opinion-making segment — the movers and shakers of American communities—people who read rather than flip pages; who think before they speak or act; who want to nourish their thoughts with facts and ideas."

Members of Harvard's now celebrated class of '40 have been known to observe: "I was as smart as Jack was — but Jack never stopped learning."

A quarter million learners read the Saturday Review.

An opportunity for an advertiser who would like to move the movers.

other media 1%. The agency employs two persons in one office and expects a 30% increase in 1961 volume.

Richard Goff & Associates, Denver, billed $103,016 in 1960, of which $32,016 represented capitalized fees. Comparable figures for 1959 were $69,750 and $21,750. The agency reported that the 1960 total includes $3,251 of advertising placed outside the U. S. The agency, which specializes in agricultural accounts, lost no business in 1960 while adding the Certified Improved Charollais Breeders Assn., Watersaver Co. and Meat Type Beef Foundation. Farm publications took 90% of billings, newspapers 5% and magazines 5%. The agency has two employes and expects a volume increase of 25% in 1961.

Goodis, Goldberg, Dair, Toronto, billed $875,900 in 1960, including $417,000 in capitalized fees. It did not report 1959 figures. Goodis last year added Dow Corning Silicones, McBrine Luggage, Dunham-Bush (Canada) and Brandram-Henderson Paints. It lost Federal Pacific Electric. Billings breakdown: Newspapers 30%, business papers 30%, magazines 23%, radio and television 13% and outdoor 2%. Goodis employs 19 persons in three offices. It expects a 25% advance in volume this year.

Rune Goranson Co., Seattle, Wash., billed $518,385 in 1960, including $32,414 in capitalized fees. Comparable figures for 1959 were $463,671 and $28,993. The agency added Haines Oyster Co., and lost none. Billings breakdown: Newspapers 31%, radio 15%, point of sale 15%, outdoor 12%, transit advertising 10%, farm publications 5%, magazines 3%, supplements 2%, other 3%. The agency has seven employes, and expects business to rise 12% this year.

Gramercy Advertising Co. (including Gramercy Marketing Services), New York, billed $570,100 in 1960, of which $372,400 was in capitalized fees. Comparable figures for 1959 were $350,000 and $245,000. The agency added *Coronet* (special promotions); Waterman-Bic Pen Corp. (trade advertising, sales promotion, merchandising and publicity); Rogers & Co., Dayton, O., back after nine years; Guest Pac Corp., returned after four years; Remington shavers (special promotions); Wallace Silversmiths, Lancaster Pa. (special promotions). The agency reported no losses. Billings breakdown: Sales promotion, merchandising and publicity 30%, point of sale 20%, newspapers 15%, radio 15%, magazines 10%, business publications 10%. The agency employs nine people in one office. It expects business to rise 20% this year.

Grant & Kurland, Hartford, Conn., billed $268,100 in 1960, of which $48,700 represented capitalized fees. The agency added Gregs of Groton, Gold Medal Meats and Eastern Bowling Corp.; no account losses were reported. Media breakdown: Newspapers 30%, radio 20%, television 15%, transit advertising 10%, magazines 5%, outdoor 2%, business papers 2%, farm publications 2%, point of sale 1% and other media 13%. The agency has nine employes (full and parttime) and predicts a 40% volume gain for 1961.

Ted Gravenson Inc., New York, billed $810,566 in 1960, of which $261,566 represented capitalized fees. Comparable figures in 1959 were $723,720 and $211,720. During the year, the agency added Bogen-Presto division of the Siegler Corp., Electrical Fittings Corp. and Burndy Canada Ltd.; it dropped Modern Plastic Machinery Corp. Billings breakdown: Newspapers 2%, magazines 2%, business publications 72%. The agency has 11 employes in one office and expects 1961 volume to rise 25%.

H. Grider Advertising, Cleveland, billed $484,698 in 1960, of which $222,832 was in capitalized fees. This compares with $431,516 billed in 1959, including $235,556 in capitalized fees. The agency reported no account changes. Billings breakdown: Newspapers 22.4%, magazines 1.1%, radio 48%, television 9%, outdoor 2.9%, business publications 11.6%, transit advertising 1%, "other" 4%. The agency has six employes and expects an increase in business volume in 1961.

Grosberg, Pollock & Gwartzman, Toronto, billed $791,410 in 1960, including $153,410 in capitalized fees. It did not report 1959 billings. The agency employs nine persons in one office. It expects an 8% advance in '61 volume.

Guldberg Advertising, Ann Arbor, Mich., billed $344,685 in 1960, of which $336,121 was capitalized fees. Billings were divided among newspapers, magazines, business publications, point of sale and sales brochures. The agency has three employes.

Hall & Floyd Advertising, Tulsa, billed $112,732 in 1960, of which $43,248 represented capitalized fees. Comparable figures for 1959 were $97,008 and $16,646. The agency added three accounts: Bordens Restaurants & Cafeterias, Crane Carrier Corp. and Montello Inc. It dropped two: I. Miller Shoes and The Game Ranch. Radio took 40% of billings, television 30%, business papers 18%, newspapers 10% and outdoor 2%. The agency has five employes and expects a volume gain of 10% in 1961.

Harbert Associates, Bloomfield, N. J., billed $176,000 in 1960, of which $56,000 represented capitalized fees. This compared with 1959 billings of $96,000, including $16,000 in capitalized fees. The agency added two major accounts, Thermo Equipment Corp. and United Products Co. Newspapers accounted for 70% of billings, magazines 5%, business papers 8% and point of sale 15%. The agency employs four persons in one office and expects a 50% increase in 1961 volume.

Howard A. Harkavy Inc., New York, billed $803,000 in 1960, including $583,000 in capitalized fees. In 1959, it billed $790,000, including $500,000 in capitalized fees. Harkavy last year gained Cloroben Chemical Corp., Business Publications Audit, R. K. Hartman Marine Equipment and Reber-Friel Co. It lost Clapp & Poliak and Reply-O-Letter Co. Billings breakdown: Magazines 97% and newspapers 3%. The agency employs 12 persons in one office. It expects a 15% advance in 1961 volume.

M. W. Hartung & Associates, New Holland, Pa., billed $682,689 in 1960, of which $629,741 represented capitalized fees. This compares with $141,633 in 1959, including $134,516 in capitalized fees. It acquired Brookville Glove Co., Penn Dutch Supply Co., Papec Machine Co., Pennsylvania Scale Co.; it lost Clearfield Cheese Co., Sico, Keller Kraft, Overlook Inc. and Richmond Ring Co. Billings breakdown: Newspapers 17%, magazines 34%, television 6%, outdoor 2%, business papers 7%, farm publications 34%. It has eight employes and expects a 50% increase in volume in 1961.

Saul Haupt Advertising, New York, billed $9,500 in 1960, compared with $8,400 in 1959. Billings breakdown: Newspapers 20%, magazines 80%. Haupt has one employe.

H. W. Hauptman Co., New York, billed $547,984 in 1960, of which $185,450 was in capitalized fees. Comparable figures in 1959 were $531,837 and $176,665. No account gains or losses were reported. Billings breakdown: Magazines 30%, business papers 20%, supplements 14%, newspapers 10%, point of sale 1% and other 35%. It has eight employes in one office and expects volume to drop 15% in 1961.

Havranek Advertising Associates, Kenosha, Wis., billed $192,226 in 1960, including $186,760 in capitalized fees. In 1959, the agency billed $116,150 including $113,390 in fees. Havranek last year gained G & H Products, Cohns' Shoe Stores and Holleb's Fashion Stores. It lost Kim Renwick Advertising. All billings were in business publications. The agency employs two persons. It expects '61 volume to be about the same as last year.

Healy Advertising Agency, Montclair, N. J., billed $979,000 in 1960, including $379,000 in capitalized fees. The agency did not report its 1959 figures. Healy last year gained Harrison Laboratories, John Gombos Co., General Thermo Electric, General Devices Inc. and Rohde & Schwartz Inc. (Germany). Healy reported no lost accounts. Billings breakdown: Newspapers 10%, radio and television 3%, outdoor 2%, business publications 65%, farm publications 5% and other 15%. Healy employs 16 persons in one office. It expects a 25% gain in '61 volume.

Hemsing Advertising, Detroit, billed $137,368 in 1960, of which $49,721 was capitalized fees and $4,628 foreign billings. In 1959 the agency billed $108,121, of which $35,573 was capitalized. All advertising went into business publications. There are four employes and 1961 volume is expected to be about the same.

Howard H. Hilton Advertising, (formerly Hilton & Gray) Tampa, Fla., billed $515,000 in 1960, of which $135,000 represented capitalized fees. Comparable figures in 1959 were $331,000 and $61,000. During the year, it added Tropical Beer & Ale and Diversified Collateral Corp. Billings breakdown: Newspapers 17%, magazines 5%, radio 21%, tv 41%, outdoor 6%, business publications 2%, transit 1%, point of sale 2%, other 5%. It has eight employes in one office and expects 1961 volume to be up 30%.

Ralph Hobbs Associates, Minneapolis, billed $520,000 in 1960, of which $9,339 was in capitalized fees. In 1959 billings were $439,010, including $20,010 capitalized. Minnesota Good Roads Inc. was added; no losses were reported. Newspapers got 19% of the billings, radio 5%, television 35%, outdoor 2%, business publications 25% and farm publications 14%. Hobbs has seven employes in one office and expects a 6% increase in 1961 volume.

Hodes Advertising, New York, billed $356,100 in 1960, of which $200,100 represented capitalized fees. During the year it added Homemakers Library League, Cryder Sales Corp. and Professional Gifts Corp.; it lost no accounts. Billings breakdown: Newspapers 65%, magazines 20%, radio 2%, business publications 12%, point of sale 1%. The agency has five employes in one office, and expects 1961 volume to rise 100%.

E. T. Holmgren Inc., St. Paul, Minn., billed $597,000 in 1960, of which $134,000 was in capitalized fees. Comparable figures in 1959 were $588,500 and $259,000. It reported no account gains or losses. Billings breakdown: Business publications 58%, magazines 14%, newspapers 12%, television 10%, outdoor 2%, point of sale 2% and other 2%. The agency has 12 employes in one office and expects business to rise 15% in 1961.

Hood, Light & Geise, Harrisburg, Pa., billed $297,455 in 1960, of which $211,882 was in capitalized fees. Corresponding figures for 1959 were $284,148 and $190,699. No account gains or losses were reported. Billings breakdown: Brochures, programs, catalogs, etc., 39%, business papers 17.5%, newspapers 14.4%, television 10.9%, farm publications 8.6%, radio 5.5%, outdoor 2.1% and magazines 2%. The agency has six employes in one office and expects billings to rise 4% this year.

Shelton R. Houx Advertising, Des Moines, billed $155,654 in 1960, of which $21,976 was in capitalized fees. Comparable figures in 1959 were $143,139 and $22,992. No account gains or losses were reported. Billings breakdown: Business publications 36.5%, television 18.2%, radio 15.2%, newspapers 13.3%, outdoor 12%, transit advertising 1.8% and other 3%. The

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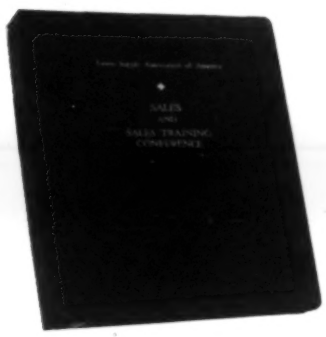

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FORT WAYNE METRO AREA TOPS INDIANA IN C.S.I. PER HOUSEHOLD*

Here Are The CSI Facts

Fort Wayne	$7,484	Gary-Hammond	$6,528
Indianapolis	$7,139	East Chicago	$6,012
South Bend-Mishawaka	$6,993	Evansville	*26TH IN NATION

Source: SRDS, Nov. 15, 1960

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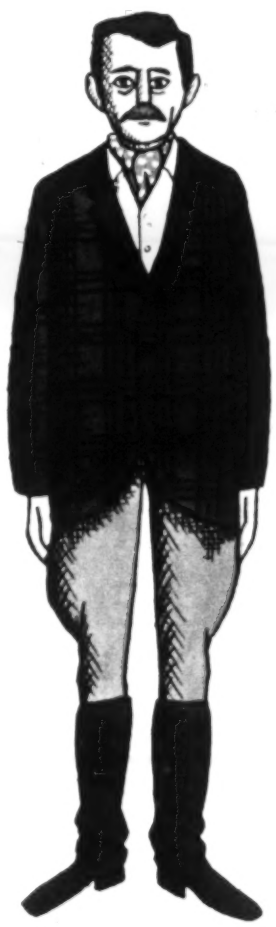

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What Kind of an "Ivy Leaguer" are you?

"The League of the Ivy Look" offers a button-down grey-flannel guide to the padless varieties of the American Male, circa 1961.

Satire from the pages of March ESQUIRE.

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Made in Japan:

The words seemed to go together. *Electronics . . . Japan.* By late 1959 the imports were a flood.

Nor could you fault the Japanese equipment. It was cheap and it was good. Did it mean competition that U.S. firms couldn't meet?

Off to Japan for over two months went Frank Leary, associate editor of ELECTRONICS, to bring back the answers. Reason: The industry had never had a clear, complete picture of what was happening in the Far East.

Step one was indoctrination, with a big assist from the McGraw-Hill World News Tokyo Bureau's chief, Sol Sanders.

Then came the legwork. In electronics centers in Tokyo, Osaka, Kobe, Nagoya—even in South Korea—Leary dug up piece after piece of the story. Examples: many Japanese electronics firms are partly owned by United States cor-

Japan has both government and commercial TV. It's all in Leary's story. On a visit to Nippon Television he climbed its 135-meter tower with Hidetoshi Shibata, one of Nippon TV's officers, then visited in the downstairs color TV studios with Matsutaro Shoriki, publisher of the Tokyo Yomiuri and head of the Nippon TV network.

everything?

porations. U.S. licenses are common, for research has been hindered by Japanese banks that finance leading firms. One conclusion: Japanese competition can be met.

Leary's story totaled 48 pages in the May 27th ELECTRONICS. Both the issue and reprints have become reference pieces. Yet coverage like this comes as no surprise to the subscribers to McGraw-Hill publications. They expect business reporting in depth, on *every* important story.

This is why over a million and a half subscriptions to McGraw-Hill publications are bought by key men throughout business and industry. In fact, if you're an advertiser and would like to reach these men in your major markets, call your McGraw-Hill representative today.

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PUBLICATIONS

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agency has four employes in one office and expects business to rise 10% in 1961.

Lloyd S. Howard Associates, New York, billed $783,250 in 1960, of which $132,250 represented capitalized fees. Comparable figures for 1959 were $785,000 and $144,800. The agency added Hoffman Publications, Joe Ritter Ski Tours and Parker Die Cast Corp.; it dropped Valmor Stores and Whitehill Systems. Media breakdown: Business papers 42%, newspapers 27%, magazines 12%, radio 9%, television 5%, point of sale 3% and transit advertising 2%. The agency has nine employes and expects 1961 volume to be down 5%.

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HIT The target on your next promotion with this new, different and timely pen.

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Your sales promotion or premium offer will be a perfect shoot with this miniature missile rocket ball pen. Write today for quantity price and sample.

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WOODLAND HILLS, CALIF., USA

Howard-Edinberg Associates, Worcester, Mass., billed $129,357 in 1960, of which $113,706 was in capitalized fees. The agency reported no billings figures for 1959. Three accounts were added: Sanitary-Dash Mfg. Co., Evans Case Co. and Manistee Slippers Inc. Magazines accounted for 41% of billings, newspapers 7%, supplements 7%, business papers 4% and point of sale 43%. The agency employs four persons in one office and expects 1961 volume to increase by 15%.

Hubbell Advertising Agency, Cleveland, billed $411,112 in 1960, of which $8,004 was in capitalized fees. Billings in 1959 were $211,651, of which $8,004 (same as in 1960) represented capitalized fees. The agency added one major account, Cedar Point summer resort. Business publications accounted for 49% of billings, newspapers 10%, magazines 30%, radio 5% and television 6%. The agency has 14 persons in one office and expects a 10% volume increase in 1961.

Thomas J. Hubert Advertising, Cudahy, Wis., billed $156,770 in 1960, of which $70,481 represented capitalized fees. Comparable figures in 1959 were $148,293 and $72,678. During the year the agency added Lincoln State Bank, Housing Service Co. and Viroqua Doors; it reported no accounts dropped. Billings breakdown: Newspapers 2%, supplements 3%, radio 5%, outdoor 3%, business publications 70%, farm publications 8%, point of sale 4%. Hubert has five employes in one office and expects 1961 volume to rise 20%.

International Advertising Co., Denver, billed $178,000 in 1960 of which $66,000 represented capitalized fees and $5,000 represented foreign billings. Billings in 1959 were $141,000 with $76,000 in capitalized fees. During the year it added Clute Corp., Relco Products and Super Vacuum Manufacturing Co. Billings breakdown: Business publications 75%, editorial and direct mail 25%. The agency has six employes in one office and expects 1961 volume to rise 10%.

Jacobson Advertising Inc., Sheboygan, Wis., billed $225,000 in 1960, including $120,000 in capitalized fees. In 1959, the agency billed $152,000, including $82,000 in capitalized fees. Jacobson last year added Gilson Bros. Co., Dairyland Food Laboratories and Ronthir Reiss Corp's. industrial products division. It lost no accounts "with gross billing over $5,000." Billings breakdown: magazines 10%, business publications 35%, farm publications 10%, point of sale 25% and other 20%. Jacobson employs nine persons in one office. It expects a 30% advance in billings this year.

William E. Jary Co., Ft. Worth, billed $382,163 in 1960, of which $185,779 represented capitalized fees. During the year it added Union Bank & Trust Co. Billings breakdown: Newspapers 20%, magazines 45%, radio 5%, farm publications 30%. It has eight employes in one office and expects 1961 volume to rise 5%.

Don Jenner Advertising, Los Angeles, billed $213,693 in 1960, of which $100,204 was in capitalized fees. Comparable figures for 1959 were $184,871 and $67,918. The agency added P&S Laboratories and Scientific Chemical, and lost Darwin Laboratories and Biochemical Procedures. Billings breakdown: Business publications 90%, newspapers 10%. The agency reports "a high percentage of direct mail in addition to media." It has five employes, and expects business in 1961 to rise 15%.

Jonethis-Larson Advertising, Jamestown, N.Y., billed $649,362 in 1960, of which $630,512 was in capitalized fees and $1,000 in foreign billings. In 1959, billings were $458,385, of which $436,885 was capitalized fees and $1,000 foreign. It added Metallic Ladder Mfg. during the year. Business publications got 89% of the billings, newspapers 4%, magazines 2%, supplements 1%, radio 1% and outdoor 3%. The agency has eight employes in one office and expects a 10% increase in 1961 billings.

Judd Advertising Co., St. Louis, billed $430,164 in 1960, of which $104,052 was in capitalized fees. In 1959 the agency reported billings of $444,000, of which $5,000 was capitalized fees. It has six employes in one office and expects 1961 volume to be about the same.

Katzif-George-Wemhoener Advertising Co., St. Louis, billed $548,000 in 1960, of which $110,000 represented capitalized fees. During the year, it added Johnson-Stephens & Shinkle Shoe Co., Mandel Mfg. Co. and Ozark Airlines; it lost no accounts. Billings breakdown: Newspapers 20%, magazines 20%, radio 40%, tv 5%, outdoor 5%, business publications 5%, point of sale 5%. The agency has nine employes in one office and expects 1961 volume to rise 40%.

Gerald Keller Co. billed $250,000, of which $155,000 was capitalized fees. In 1959 it reported billings of $125,000. It added Fashioncraft Products. Newspapers got 30% of the billings, magazines and business publications 10% each, and other media got the remainder. Keller has three employes and expects a 15% rise in 1961 volume.

Kennedy-Hannaford, Oakland, Calif., billed $641,097 in 1960, of which $352,501 represented capitalized fees. Comparable figure for 1959 were $415,400 and $143,400. The agency added Metropolitan Furniture Mfg. Co., Haley Corp. and the University of California summer sessions; it added Oliver Rousseau Homes in May and dropped it in November. Media breakdown: Newspapers 30%, business papers 25%, magazines 15%, radio 13%, outdoor 6%, television 1%, point of sale 1% and other media 9%. It has nine employes in two offices and looks for a 30% volume gain in 1961.

Albert A. Kohler Co., Old Greenwich, Conn., billed $506,928 in 1960, of which $175,738 was capitalized fees. In 1959 it billed $305,154, including $158,300 capitalized. During the year the agency added Manson Laboratories Inc., Nylacore Corp. and Danker & Wohlik; it dropped part of Currey Chevrolet and subsidiaries and the Iso-Sol Co. Newspapers got 25% of the billings, magazines 2%, radio 3%, business publications 50%, transit advertising 1%, point of sale 2% and the Yellow Pages 17%. There are nine employes in one office and a 20% rise in billings is expected for 1961.

Russell Kolburne Inc., New York, billed $455,300 in 1960, of which $8,000 was in capitalized fees. This compared with 1959 billings of $348,950, including $7,750 in capitalized fees. The agency added three major accounts: Westchester Newspaper Group, M. L. Condon boat supplies and Lawrence Tackle Mfg. Co. Business papers accounted for 40% of billings, magazines 30%, newspapers 25%, and 1% each in supplements, radio, television, transit advertising and point of sale. The agency employs seven persons in one office and expects a 10% gain in 1961 volume.

Henry B. Kreer & Co., Chicago, billed $700,000 in 1960, of which $330,000 was in capitalized fees, This compares with $502,000 billed in 1959, with $200,000 of this representing capitalized fees. It gained Plasticsmith Inc. and lost no accounts. Billings breakdown: Newspapers 10%, magazines 30%, television 5%, business publications 55%. The agency has eight employes and expects a 30% business increase in 1961.

Kreicker & Meloan, Chicago, billed $710,718 in 1960 and $598,683 in 1959. It added Aloor Instrument Co., Clipper Carloading Co., Scam Instrument Co., and East Chicago Machine Tool Co. It lost Luxco Inc., Sparkler Mfg. Co., and Vulcan Iron Works. Billings breakdown: Business publications 97.5%, magazines 1.7% and newspapers .7%. The agency has 11 employes, and expects business to rise 10% this year.

Kuswa-Greene & Associates, Milwaukee, billed $400,102 in 1960, of which $64,962 was in capitalized fees. Comparable figures for 1959 were $424,910 and $90,888. The agency added E. C. DeWitt & Co., Eagle Mfg. Co. and Century Engineering Co., and lost Manitowoc Equipment Works. Billings breakdown: Newspapers 40%, business papers 35%, magazines 25%. The agency has seven employes. It expects business to be up 100%, and expects to top the $1,000,000 mark because of new affiliations.

Lake Advertising, Attleboro, Mass., reported billings of $68,365, including $63,365 in capitalized fees, in both 1960 and 1959. Billings breakdown: Newspapers 10%, business publications 40%, direct mail 50%. The agency expects 1961 volume to be about the

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ARB Television Audience Report Nov. 1960

Covering KELO-LAND'S tv audience in South Dakota, Minnesota, Iowa, Nebraska, North Dakota.

	AVERAGE QUARTER-HOUR HOMES REACHED SUMMARY	
	KELO (CBS-ABC)	Others
MONDAY THRU FRIDAY		
6:00 P.M. to Midnight	47,800	10,900

	AVERAGE QUARTER-HOUR HOMES REACHED SUMMARY	
	KELO (CBS-ABC)	Others
SUNDAY		
Sign-on to 6:00 P.M.	17,400	5,000
6:00 P.M. to 10:00 P.M.	60,500	19,500
10:00 P.M. to Midnight	29,700	6,500

	METRO AREA SHARE OF AUDIENCE SUMMARY		
	KELO (CBS-ABC)	Others	Others
SATURDAY			
6:00 P.M. to Midnight	76.1	19.9	4.0

and market-by-market comparisons of ARB TV Audience Summaries show that KELO-TV SIOUX FALLS with its KELO-LAND booster hookups gives you—

24.8% more viewers than the highest rated Omaha station.
27.7% more viewers than the highest rated Des Moines station.
93.0% more viewers than the highest rated North Dakota station.
51.6% more viewers than the highest rated Duluth-Superior station.

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The American Weekly starts people talking

"...TOTAL READER RESPONSE GENERATED BY AMERICAN WEEKLY EXCEEDED 250,000"

says Michael F. Tamer, National Executive Director of ALSAC

"DANNY THOMAS & ST. JUDE" appeared in the January 31st, 1960 issue of The American Weekly. It told the story of how Danny Thomas, carrying out a 20 year old pledge, organized ALSAC (Aiding Leukemia Stricken American Children) and raised over $1,000,000 to build St. Jude's hospital in Memphis. While the story mentioned the need for additional money, no solicitation was made.

Within a few days, reader response to the story flooded ALSAC headquarters. By six weeks, Michael F. Tamer reported: "I judge that total response generated by The American Weekly article passed the 250,000 mark. This is an indication of the warm and wonderful regard your readers have for The American Weekly".

The American Weekly gets action because it speaks in terms people understand about things that concern them most. It is the pipeline to the heart of America—concentrating 86% of its circulation in the rich, decision-making "A" markets and contiguous counties.

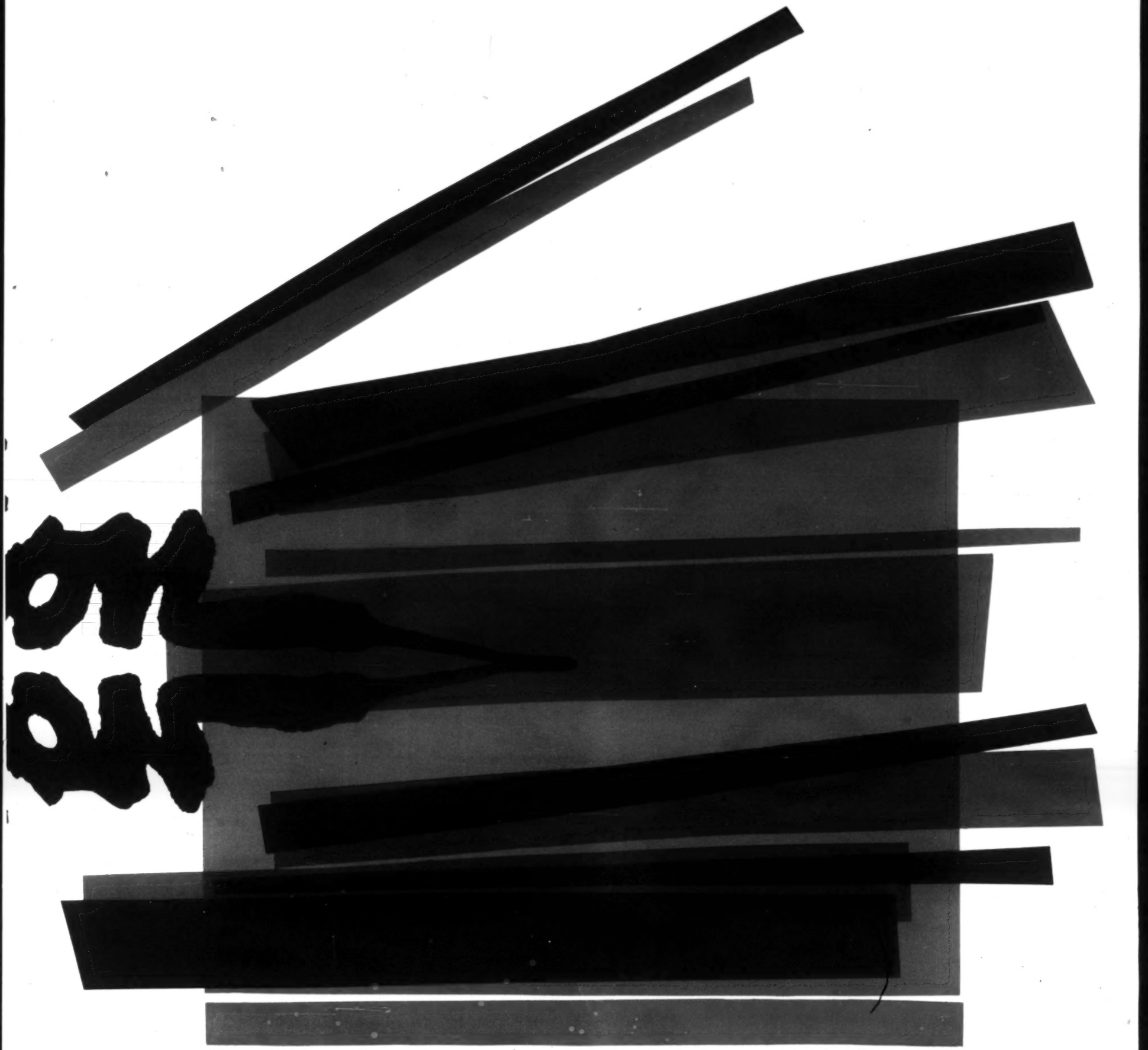
BEST READ SUNDAY MAGAZINE

...and the most resultful

"OVER 1,472,000 READER RESPONSES IN ONE YEAR"

THE AMERICAN WEEKLY · 65 YEAR · BEST READ SUNDAY MAGAZINE ·

Comentarios



However you stack up your prospects, concentration is important to an efficient marketing plan. You put the greatest amount of effort against your best sales potentials. Volume producers are also volume purchasers. That makes sense. And beaming your advertising to the most likely prospects also makes sense. Fortune concentrates among the medium-to-large companies that comprise less than one per cent of all U. S. firms. Yet these firms at the top of the market account for more than three-fourths of all industrial output. Fortune's concentration of the best industrial prospects is one of the reasons why advertising in **FORTUNE** *gets results.*

same as '60.

Laura Lambe Advertising, Virginia Beach, Va., billed $101,167 in 1960, of which $36,209 represented capitalized fees. Comparable figures for 1959 were $101,309 and $39,039. The agency neither gained nor lost any accounts during the year. It has one employe and sees 1961 about the same as 1960.

Raymond I. Lang Advertising, San Francisco, billed $213,197 in 1960, of which $142,138 represented capitalized fees. Comparable figures for 1959 were $229,000 and $158,700. The agency added Hubbard & Johnson and dropped Daley Store Fixtures. Outdoor took 38% of billings, radio 32%, business papers 15%, newspapers 10% and magazines 5%. The agency has four employes and looks for a 30% volume gain in 1961.

Lansdale Co., Los Angeles, billed $400,000 in 1960, of which $150,000 represented capitalized fees. Comparable figures for 1959 were $350,000 and $175,000. The agency added Trailer Coach Assn., the Blue Seal Agency of Continental Casualty Co. and Crowell-Collier Broadcasting Corp.; it dropped A-1 Mfg. Co. Newspapers took 70% of billings, radio 15%, magazines 10% and other media 5%. The agency has seven employes and forecasts a volume gain of 35% for 1961.

Laurel Advertising Inc., New York, billed $986,400 in 1960, of which $133,400 represented capitalized fees. This compared with 1959 billings of $925,050, including $100,050 in capitalized fees. The agency acquired one major account, divisions of E. J. Korvette, while losing one, National Dynamics Inc. Magazines accounted for 60% of billings, newspapers 26%, supplements 11%, radio 2% and business publications 1%. The agency employs six persons in one office and expects a 15% increase in 1961 volume.

Laux Advertising, Ithaca, N. Y., billed $514,694 in 1960, including $24,678 in capitalized fees. Comparable figures for 1959 were $373,358 and $28,132. The agency added Guild of Prescription Opticians of America, and lost American Breeders Service. Billings breakdown: Business publications 84%, outdoor 5%, farm publications 5%, magazines 3%, newspapers 2%, radio 1%. The agency employs 12 people in one office, and expects business to be down 21% this year.

Murray Leff & Co., New York, billed $118,800 in 1960, of which $33,800 represented capitalized fees. The agency was established in November, 1959. In 1960, it added Vantage Press, Consumers Natural Vitamin Plan, Stafford Mfg. Co. It lost no accounts. Billings breakdown: Newspapers 30%, magazines 43%, television 1%, business publications 20%, farm publications 5%, point of sale 1%. Leff has three employes and expects a 40% increase in volume in 1961.

Lenhart & Co., Princeton, N.J., billed $212,721 in 1960, of which $183,014 was in capitalized fees. It billed $197,528 in 1959. The agency added Mercer Yachts, and Mercer Rubber Co., and lost Princeton Municipal Improvement Inc. Lenhart & Co. uses newspapers, magazines, business papers and direct mail. The agency has four employes and expects business to rise 20% or better.

Max Levine Agency, Allentown, Pa., billed $160,000 in 1960, of which $125,000 was in capitalized fees. This compares with $131,000 in billings with $125,000 capitalized fees in 1959. The agency added Hess Bros. for television. Television got 20% of the billing, radio 15%, newspapers 4%, business publications 3% and other services 58%. The agency has four employes and expects 1961 volume to be about the same as in 1960.

Lindeman Advertising, Holland, Mich., billed $621,315 in 1960, of which $252,601 represented capitalized fees. Comparable figures in 1959 were $719,983 and $242,354. During the year Lindeman added no accounts and dropped Holland Furnace Co. and E. H. Sheldon Equipment Co. Billings breakdown: Newspapers 5%, magazines 23%, radio 28%, tv 3%, business publications 36%, farm publications 2%, other 3%. The agency has five employes in one office and expects 1961 volume to be about the same as '60.

Litman-Stevens & Sher, Kansas City, billed $546,679 in 1960, of which $139,391 was in capitalized fees. Comparable figures in 1959 were $532,359 and $127,633. Account losses and gains were not revealed. Billings breakdown: Newspapers 28%, radio 24%, television 16%, point of sale 12%, magazines 8%, supplements 5%, outdoor 2%, business papers 2% and other 8%. The agency has 11 employes in one office and expects business to rise 20% in 1961.

Livingston & Associates Inc., Chicago, billed $487,473 in 1960, including $333,333 in capitalized fees. The agency did not report 1959 figures nor any account gains or losses last year. Billings breakdown: Newspapers 20%, magazines 10%, radio 60%, and television 10%. Livingston employs nine persons in one office. It expects a 30% advance in volume this year.

Longden-Regan Ad Service, Brockton, Mass., billed $151,145 in 1960, of which $100,898 represented capitalized fees. Comparable figures for 1959 were $174,285 and $117,897. The agency added three new accounts: Edwin Clapp & Son, East Weymouth, Mass., Frank Noone Shoe Co., Rockland, Mass., and Thompson Shoe Products, Brockton. It has two employes and looks for a 20% volume increase in 1961.

Lookout Advertising Agency, Chattanooga, billed $507,836 in 1960, including $126,730 in capitalized fees. In 1959, it billed $360,103, including $52,026 in fees. Lookout last year gained Corley Mfg. Co., Gilman Paint & Varnish and Magic Chef (sales consultancy). Billings breakdown: Newspapers 13%, magazines 5%, radio 4%, television 12%, outdoor 31%, business publications 9% and other 26%. Lookout employs nine persons in one office. It expects a 15% gain this year.

MacLaughlin Advertising Agency, Buffalo, billed $89,505 in 1960, of which $45,000 represented capitalized fees. Comparable figures for 1959 were $93,690 and $46,555. The agency neither gained nor lost any accounts during the year. Farm publications took 58% of billings, radio 21%, television 8%, magazines 7%, newspapers 4% and outdoor 2%. The agency has one employe and forecasts a 10% volume gain in 1961.

Madison Advertising Agency, Louisville, billed $275,200 in 1960, of which $20,000 was in capitalized fees. Comparable figures for 1959 were $175,000 and $25,000. It added East Kentucky Rural Electric Cooperative Corp. and reported no account losses. Billings breakdown: Newspapers 50%, mechanical 23%, outdoor 10%, magazines 6%, television 6% and radio 3%. The agency has four employes and expects business to rise 15% in 1961.

Maercklein Advertising Agency, Milwaukee, billed $730,000 in 1960, against $605,000 in 1959. It merged with Cormack Inc. in September, with J. A. Cormack named exec vp. No account losses or gains were reported. The agency has 12 employes in one office and expects business to rise 35% this year.

Mahool Advertising (merged Jan. 3, 1961, to form Torrieri-Myers Advertising), Baltimore, billed $500,000 in 1960, of which $325,000 was in capitalized fees. This compares with $452,000 billed in 1959, of which $300,000 represented capitalized fees. It added Newman Press and Sherwood Plymouth Inc.; it lost H. Chambers Co. Billings breakdown: Newspapers 50%, magazines 10%, radio 20%, television 10%, outdoor 5%, "other" 5%. Torrieri-Myers foresees billings of $700,000 in 1961.

Martin Associates, Indianapolis, billed $372,918 in 1960, of which $191,335 was in capitalized fees. In 1959 it billed $126,525, of which $106,557 was capitalized fees. The Rytex Co. and Indiana Democratic State Central Committee accounts were added. Newspapers got 5% of the billings, magazines 15%, radio 25%, television 35% and outdoor 20%. There are six employes in one office and a 20% billings increase is expected for 1961.

Arnie Matanky, Chicago, billed $77,540, including $70,040 in capitalized fees, in 1960. In 1959, the total was $105,050, including $100,050 in fees. Matanky last year gained the Cardolink Co. and Near North News Inc. It lost Cross World Books & Periodicals. Billings breakdown: Newspapers 15%, magazines 45%, radio 15%, television 20%, point of sale 5%. The agency employs four persons in one office. It expects '61 volume to be about the same.

Jack Mathis Advertising, Chicago, billed $245,000 in 1960, of which $160,000 represented capitalized fees. Comparable figures in 1959 were $225,000 and $150,000. During the year Mathis added S. Himmelstein & Co. and lost no accounts. Billings breakdown: Business publications 40%, bulletins and literature 60%. The agency has four employes in one office, and expects 1961 volume to be about the same as in 1960.

Don May Advertising, Dallas, billed $498,860 in 1960, of which $379,541 was in capitalized fees. In 1959 comparable figures were $269,285 and $204,222. Accounts added were Cardinal Pools Inc., Servis Equipment Co. and Church Finance Consultants. Newspapers got 37% of the billings, magazines 6%, radio 4%, television 5% and business publications 48%. The agency has four employes and expects a one-third increase in 1961 billings.

John J. McCormack Advertising, Huntington, W. Va., billed $562,252 last year, as against $411,687 in 1959. Capitalized fees were $117,205 in 1960 and $125,122 in 1959. The agency added Kennedy-for-President (W. Va. primary), West Virginia State Democratic Executive Committee, and West Virginia Life Insurance Co. It lost Ensign Electric & Mfg. Co. Billings breakdown: Television 24.5%, newspapers 19.8%, radio 15.7%, outdoor 7.3%, business publications 5.3%, other 23.6%. The agency employs nine people in one office, and expects business to be about the same as in 1960.

R. J. McFarlin & Co., Cleveland, billed $130,000 in 1960 and $120,000 in 1959. No account gains or losses were reported. Billings breakdown: Business publications 90% and other 10%. It has two employes and expects billings to rise 10% this year.

McNeill, McCleery & Cochran, Los Angeles, billed $938,000 in 1960, nearly 50% of which represented capitalized fees. In 1959, billings were $960,000, of which $373,000 represented capitalized fees. During the year, the agency added Integrated Data Corp., Prepared Products Corp. and Shu-Mak-Up; it dropped Arthur Murray, Wm. E. Phillips Co. and Ideal System Co. Billings breakdown: Newspapers 40%, magazines 15%, supplements 5%, radio 15%, tv 5%, business publications 2%, outdoor 8%, collateral material 10%. The agency has eight employes in one office, having closed its San Francisco office during the year. It predicts 1961 volume will rise 10%.

Ellison L. Meier Advertising Agency, Sacramento, billed $261,000 in 1960, compared with 248,000 in 1959. The agency reported the addition of political advertising in 1960; no accounts were dropped. Newspapers took 80% of billings, television 8%, radio 5%, outdoor 1%, transit advertising 1% and collateral literature 5%. The agency has five employes in two offices and expects a gain of 5% or 10% in 1961.

Mellor Advertising, Elmira, N. Y., billed $229,847, of which $59,363 was capitalized fees. In 1959 the figures were $218,394 and $57,362 capitalized. Mellor added American LaFrance during the year and reported no losses. Business publications got 80% of the billings, radio and television 6% each and newspapers 8%. There are five employes in one office and 1961 volume is expected to rise 10%.

Michener Co., Philadelphia, billed $802,193 last year, including $261,797 in capitalized fees. Comparable figures for 1959 were $623,794 and $198,428. The agency gained National Airoil Burner Co.; Pennsylvania Crusher division, Bath Iron Works Corp.; and Selas Corp. of America. It reported no losses. Billings breakdown: Business publications 99%, newspapers 1%. The agency has 12 employes, and expects business to rise 10% this year.

Miller, Jordan & Herrick, New York, billed $909,390 last year, of which $750,000 was in capitalized fees. Comparable figures for 1959 were $827,110 and $666,666. The agency added CBS Laboratories, Pennsylvania Glass Sand Corp., and *Mechanical Engineering*. It reported no loss. Billings breakdown: Business publications 95%, newspapers 5%. The agency employs 16 persons, and expects business to rise 30% this year.

Paul M. Miller Co., Kansas City, Mo., billed $47,700 last year. In 1959 the figure was $55,000. It gained no accounts; it resigned E. C. Bishop & Son. Billings breakdown: Magazines 65%, farm publications 30%, business publications 5%. Miller employs one person. It expects '61 volume to be about the same as last year.

Mohawk Advertising, Mason City, Ia., billed $140,424 in 1960, of which $87,054.52 represented capitalized fees. Comparable figures in 1959 were $152,058 and $121,792. During the year the agency added Ris-Van Inc., Vego Inc. and State Brand Creameries. Billings breakdown: Newspapers 8%, magazines 22%, radio 10%, tv 11%, other 49%. Mohawk has three employes in one office and expects 1961 volume to rise 10%.

Morse Advertising, Scranton, Pa., billed $198,174 in 1960, of which $46,737 represented capitalized fees. Comparable figures in 1959 were $183,380 and $46,690. During the year it neither lost nor gained an account. Billings breakdown: Newspapers 60%, magazines 5%, radio 20%, tv 10%, outdoor 5%. Morse has four employes and expects 1961 volume to rise 10%.

Moss Associates, New York, billed $715,044, of which $73,420 was capitalized fees. In 1959 billings were $758,000, including $58,903 capitalized fees. Newspapers got 62% of the billings, business publications 34%, radio 2.5% and outdoor 1.5%. Moss has eight employes in one office.

Ellis Murphy, Chicago, billed $170,750 in 1960, of which $166,750 represented capitalized fees. Comparable figures in 1959 were $89,750 and $86,750. During the year it dropped Spanjer Bros. Billings breakdown: Newspapers 10%, magazines 70%, business publications 20%. Murphy has two employes and expects 1961 volume to rise 20%.

Nationwide Advertising Service (formerly BT Nationwide Advertising Service), Cleveland, billed $150,000 in 1960, compared with $125,000 the previous year. None of these billings was in capitalized fees. The agency's primary function is to place classified ads in out-of-town newspapers. Billings breakdown: Newspapers 90%, magazines 5%, business publications 5%. The agency has four employes in three offices and expects a 50% boost in volume in 1961.

Expense Ratios in Percentages of Gross Income

According to Agency Size Groups

Source: Rubel Service

	AGENCY BILLING SIZE					
	Less Than $500,000	$500,000 to $1,000,000	$1,000,000 to $2,000,000	$2,000,000 to $5,000,000	$ 5,000,000 to $10,000,000	Over $10,000,000
Travel & Entertainment	5.50%	5.25%	4.00%	4.25%	5.25%	4.75%
Unbillable Client Exp.	1.00	1.00	1.50	1.50	2.50	1.50
Rent	5.50	5.75	5.00	5.50	5.00	5.25
Tel. and Telg.	2.75	2.00	1.75	1.50	1.75	1.75
Legal and Audit	1.25	1.25	.75	.75	1.00	.75
Stationery, Supplies	2.75	2.25	2.00	2.00	2.75	2.00
Profit-Sharing	.50	1.00	2.50	2.25	2.25	2.50
All Other	8.75	8.25	9.50	7.50	5.75	8.50
Total Expenses	28.00%	26.75%	27.00%	25.25%	26.25%	27.00%

FOOD PROCESSING LEADS...

BY AN EVER INCREASING MARGIN

In the gigantic food industries the leadership of FOOD PROCESSING — **in EDITORIAL CONCEPT — in EDITORIAL SERVICE and — in ADVERTISING VOLUME** culminates its 15 years of growth. See the dramatic chart showing the results of the decline of editorial concepts of yesterday ... **the Dramatic RISE of up-to-date EDITORIAL—VISION—SERVICE.**

FOOD PROCESSING

THE MAGAZINE OF APPLIED TECHNOLOGY FOR MEN WHO MANAGE

PUTMAN PUBLISHING COMPANY
111 East Delaware Place, Chicago 11, Illinois

BPA

GAIN

LOSS

BASE 1945 YEAR

1946* 1947* 1948* 1949** 1950** 1951** 1952** 1953** 1954** 1955** 1956** 1957** 1958** 1959** 1960**

500

1000

MORAL? What's the "moral" of this 16 year chart?
. . . exactly this . . . IT TAKES TWO . . . in today's Food Industries . . .
TWO distinctly different food magazines*.

* FOOD PROCESSING . . . giving specialized editorial service to the management responsible for manufacturing, technical, engineering operations.

* FOOD BUSINESS . . . giving specialized editorial service to the management responsible for marketing, sales, advertising, distribution.

A 16 YEAR RECORD

Showing cumulative gains and losses in advertising space.

FOOD PROCESSING

FOOD ENGINEERING

NUMBER OF ADVERTISERS	1958	1959	1960
Food Processing	300	314	322
Food Engineering	284	255	233
EXCLUSIVE ADVERTISERS	**1958**	**1959**	**1960**
Food Processing	151	166	181
Food Engineering	135	107	92

In 1960 **FOOD PROCESSING** had **38.2% MORE** advertisers than FOOD ENGINEERING.

In 1960 **FOOD PROCESSING** had **96.7% MORE** exclusive advertisers than FOOD ENGINEERING.

Together FOOD PROCESSING and FOOD BUSINESS represent "total service" to the gigantic food industries.

FOOD PROCESSING

PAGES OF SPACE

1945	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	
2284	2163	2046	1880	1520	1479	1472	1573	1643	1726	1587	1538	1584	1276	1088	1031	1173 Loss

FOOD ENGINEERING

*Source: As published in Advertising Age-Industrial Marketing

**Actual physical count of display advertising only.

88181

Nattall & Maloney, Calgary, Canada, billed $894,355 in 1960, including $240,120 in capitalized fees. In 1959, the agency billed $850,952, including $223,972 in fees. Billings breakdown: newspapers 53%, radio 13%, television 11%, outdoor 16%, business papers 2%, point of sale 2%. Nattall employs 19 persons in two offices. It expects '61 volume to be about the same as last year's.

Neals, Roether, Hickok, Orlando, Fla., billed $758,479 in 1960, of which $251,299 represented capitalized fees. Comparable figures for 1959, when the agency was in operation only six months, were $234,140 and $29,093. No accounts were lost and three were added: Electronic Tube division of Sperry-Rand, Gainesville, Fla.; Kissam Builders Supply Co., Orlando, and Presales Inc., southern marketing agent for Knox Homes Corp. Newspapers took 50% of billings, television 15%, radio and outdoor 10% each, business papers 5%, supplements 3%, magazines 2% and collateral material 5%. The agency has 11 employes and expects a 100% gain in volume in 1961.

Neds & Wardlow Advertising Agency, Columbia, Mo., billed $353,818 in 1960, including $142,687 in capitalized fees. In 1959, it billed $294,112, including $123,273 in fees. The agency last year added Crowell Distributing Co., McQueter Chemical Co. and Reynolds Mfg. Co. Billings breakdown: Newspapers 7.2%, magazines 16.1%, radio and television 45.6%, outdoor 4%, other 27.1%. Neds employs eight persons in two offices. It expects a 10% gain in volume this year.

Bill Newkirk & Associates, Houston, billed $266,750 in 1960, of which $166,750 represented capitalized fees. Comparable figures for 1959 were $227,405 and $143,405. The agency reported no account losses. It added the Landmark Hotel of Sarasota, Fla., and the Manitou Mfg. Co. of Houston. It put 85% of its billings into newspapers, 7% in magazines, 2% in radio, 2% in television, 1% in outdoor and 3% in other media. The agency has six employes in two offices.

NKR Advertising, Los Angeles, billed $760,000 in 1960, of which $700,000 was in capitalized fees. This compares with 1959 billings of $673,600, including $623,600 in capitalized fees. The agency added one account, Shell Chemical Co. Dealers of California, and lost one, Southwest Welding & Mfg. Co. Business papers accounted for 75% of billings, newspapers 10%, magazines 5%, television 5% and point of sale 5%. The agency employs eight persons in two offices and expects volume to be about the same as 1960.

Ormsby Advertising, Los Angeles, founded in March, 1960, billed $125,000, of which $60,000 was in capitalized fees. The agency added Farr Co. Billings breakdown: Business publications 90%, newspapers 10%. Ormsby employs three people, and expects business to rise. 20% this year.

Arthur Otis Advertising, San Diego, billed $35,471 in 1960, of which $23,406 represented capitalized fees. The agency started in business May 1 of last year. It added Nelson-Moore Co., Austin Safe & Desk Co. and Hilltop Chateau. It lost no accounts. Billings breakdown: Direct mail 74%, newspapers 20%, magazines 3%, radio 3%, and television 1%. It has one employe, and estimates it will double its billing to $70,000 in 1961.

Jack Packard Advertising, Glendale, Cal., billed $583,180 in 1960, of which $338,659 was in capitalized fees. Comparable figures in 1959 were $300,000 and $160,000. The agency added Terry Coach Trailer Co. and S&S Machinery (West Coast). Newspapers got 10% of the billings, magazines 15%, radio and point of sale 5%, television and outdoor 2%, business publications 31% and production and miscellaneous 30%. Packard has eight employes in one office and expects a 30% boost in 1961 billings.

Parker Advertising, Los Angeles, billed $200,061 in 1960, of which $83,701 represented capitalized fees. Since its formation in late 1959, the agency has added three major accounts, Baloon Tie Mould Corp., Batter Part Specialties and Air Industries of California. Business publications accounted for 75% of billings, newspapers 4%, magazines 10%, farm publications 4% and point of sale 7%. The agency employs four persons in one office and expects a 20% increase in 1961 volume.

Parson, Friedmann & Central, Boston, billed $903,700 in 1960, of which $733,700 was capitalized fees. In 1959 the agency reported $805,000 billings, including $650,000 capitalized. During the year it added Edgar's department store, Cerand Corp. and United Auto-Lease; lost were Reiss Associates and C. H. Robinson. Newspapers got 15% of the billings, magazines 2%, radio, outdoor, point of sale and transit advertising 1% each, business publications 50% and direct mail 9%. The agency has ten employes in one office and forecasts a 10% increase in 1961.

Maurice Paulsen Advertising, Sioux Falls, S.D., billed $432,898, of which $26,013 was in capitalized fees, compared with $309,928 and $12,006 capitalized in 1959. Ac-

Family Weekly **effectively sells**
America's Middle Markets . . .

Where 1/6th of the Nation's Cars are Registered!

Most any good size national magazine will give you partial coverage in the industrially growing middle-market communities. Network TV will also deliver an audience of sorts. But fractional coverage of this dynamic—alive—prosperous American marketplace isn't enough. To sell and sell BIG—you need *Family Weekly*—the one Sunday magazine that GETS CLOSE to 5,128,595 families in a market where owning a car is still fun, less of a problem than in the larger metropolitan areas. And cheaper, too. In fact you could buy a car in a *Family Weekly* city for what it costs for parking alone in New York or Chicago! Small wonder more sales-minded advertisers are turning to the pages of *Family Weekly* for effective, close-to-home sales results!

Remember your B's and C's
. . . the fast growing Neilsen B & C counties where Family Weekly circulation is largely concentrated, with the total national coverage to do an effective marketing job for you.

THE LARGEST MARKET IN THE WORLD THAT CAN BE COVERED IN SUCH DEPTH BY A SINGLE ADVERTISING MEDIUM

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Family Weekly

153 N. Michigan Ave., Chicago 1
405 Park Ave., New York 22
Detroit • Cleveland
Los Angeles • San Francisco

"I want the best of everything. The best fruit, the best clothes, the best underwear, even if I'm the only one knows I'm wearing it. That's why I came to New York. Because if you make it here, you make it anywhere."

New York gives much, wants more. It can plan a $131.6 million Lincoln Center for the Performing Arts. It can kill a $500,000 musical with a few cold stares. As actress Julie Newmar says, it's the place to "make it." Advertisers make it in New York with The New York Times. It sells New Yorkers with the most advertising. It serves them with the most news. New York is The New York Times.

counts added were Northern Biochemical Corp. and American Dairy Assn. of South Dakota, regained after a year's absence. Newspapers got 40% of the billings, magazines 1%, radio 8%, television 25%, outdoor 3%, business publications and farm publications 10% each and others 4%. The agency has eight employes in one office and forecasts a 10% increase in 1961.

Richard Pennington Advertising, Los Angeles, billed $125,487 in 1960, of which $72,791 was in capitalized fees. Comparable figures for 1959 were $209,593 and $158,386. The agency reported no account changes. Billings breakdown: Point of sale, 25%, magazines 20%, tv 15%, newspapers 15%, radio 10%, transit advertising 10%, business publications 5%. The agency employs four persons and expects business to rise 15% this year.

Phillips-Robbins, North Hollywood, billed $157,285 in 1960, including $82,826 in capitalized fees. In 1959 the figures were $108,387 and $41,674 capitalized. Farm publications got 60% of the billings, and business publications got the remainder. The agency has two employes and expects a 20% increase in volume in 1961.

Pickering Advertising Agency, Oakland, Calif., billed $304,340 in 1960, of which $142,478 represented capitalized fees. Total billings in 1959 were $224,102. The agency added the Golden West Savings & Loan Assn. during the year; no accounts were lost. It put 74% of its billings into business publications, the remainder breaking down as follows: Newspapers 1%, magazines 5%, radio 6%, television 1%, outdoor 2%, transit advertising 4%, point of sale 1% and direct mail 7%. The agency reported "three and one-half" employes and sees 1961 about the same as 1960.

Pike & Becker, New York, billed $535,500 in 1960, of which $335,500 was in capitalized fees. Corresponding figures in 1959 were $525,116 and $320,193. It added Tripoint Plastics and Garsite and reported no account losses. Billings breakdown: Magazines 80%, newspapers 12%, point of sale 4%, outdoor 1%, supplements 1%, radio 1% and television 1%. It has eight employes in one office and expects business to rise 5% in 1961.

Elton M. Plant Advertising, Windsor, Ont., billed $321,985 in 1960, including $65,106 in capitalized fees. Figures for 1959 were not reported. Plant said it gained or lost no important account in 1960. The agency employs nine persons in one office. It expects a 10% billings gain this year.

Pollock, Loth & Lowe, Seattle, Wash., billed $346,922 in 1960, of which $227,363 was in capitalized fees. Comparable figures for 1959 were $416,140 and $239,915. The agency added One Price Stores Inc. and lost Anderson & Thompson. Billings breakdown: Business publications 56%, newspapers 32%, magazines 10%, tv 1%, radio 0.6%. It has five employes and expects business to rise 15% in 1961.

Presba, Muench Inc. (formerly Presba, Fellers & Presba Inc.), Chicago, billed $725,000 in 1960. Its '59 volume was $682,500. Last year it added Roseman Mower & Tractor Mfg. Billings breakdown: Newspapers 23%, magazines 16%, business publications 18%, farm publications 21%. Presba employs 12 persons in one office. It anticipates a 25% advance in billings in '61.

Proctor Advertising, Montgomery, Ala., billed $145,000 in 1960, of which $60,000 represented capitalized fees. Comparable figures in 1959 were $122,500 and $56,000. During the year, it added Davis Motor Co., Hall Bros. Dairy and Alabama Machinery & Supply; it lost no accounts. Billings breakdown: Newspapers 10%, radio 25%, tv 50%, business publications 15%. Proctor has four employes in one office and expects 1961 volume to rise 75%.

Kenneth Rader Co., New York, billed $850,000 in 1960, compared with $500,000 in 1959. No account losses were reported while the agency added Pomatek Co., Croft Carpet Mills, E. T. Browne Drug Co. and F&F Laboratories (Alkaid and Cloramint only). The agency has 11 employes and expects volume to rise 40% in 1961.

Read Brothers Advertising, Chicago, billed $310,000 in 1960, of which $144,000 was in capitalized fees. In 1959 it billed $348,000, including $169,000 capitalized. Accounts added were Regency Home bar and D&E Sales Co.; Camp Co. was dropped. Newspapers got 60% of the billings, magazines 15%, radio 2% and business publications 23%. The agency has seven employes in one office and expects 1961 volume to be about the same as 1960.

Banning Repplier Advertising Agency, Hamden, Conn., billed $317,403 in advertising in 1961, of which $6,003 represented capitalized fees. This compared with 1959 billings of $229,000, with no capitalized fees reported for that year. The agency added three accounts, First New Haven National Bank, Fine Brands Corp. and Connecticut Motor Club of AAA, while losing one, Irwin Corp. Television accounted for 35% of billings, newspapers 5%, magazines 15%, supplements 20%, radio 10%, outdoor 5%, and business papers 10%. The agency employs four persons in one office and expects a 10% increase in 1961 volume.

Revere Advertising, Minneapolis, billed $623,379 in 1960, of which $271,204 was in capitalized fees. Comparable figures for 1959 were $530,679 and $250,515. The agency added National Assn. of Flight Engineers, Messenger Corp., and Harvest Publications. It lost David C. Cook Publishing Co. Billings breakdown: Magazines 88.7%, newspapers 10%, radio and outdoor 0.5% each, transit advertising 0.3%. The agency employs nine people in two offices, and expects business to be about the same this year.

Richardson, Thomas & Bushman, Philadelphia, billed $844,792 in 1960, of which $538,431 represented capitalized fees. Comparable figures for 1959 were $841,195 and $504,795. The agency dropped Minerals & Chemicals Corp. while adding the Chempump division of Fostoria Corp., Polyphase Instruments Co. and Continental Bowling Corp. The agency put all of its billings into business papers. It has nine employes and says "who knows?" about 1961 prospects.

Cappy Ricks & Associates, Seattle, billed $604,738 in 1960, of which $195,191 was in capitalized fees. The agency billed $366,359 in 1959. It added Seattle Tent & Awning Co., International Distillers, and American-Marietta Co., and lost none. The agency has 11 employes, and expects business to rise 25% this year.

Fred Riger Advertising Agency, Binghamton, N. C., billed $499,704 in 1960, of which $380,056 was in capitalized fees. Comparable figures for 1959 were $392,276 and $294,974. No account losses or gains were reported. Billings breakdown: Business publications 88%, television 9%, newspapers 2% and outdoor 1%. It expects business to be about the same in 1961.

H. I. Roberts Advertising, New York, billed $92,000 last year, including $12,000 in capitalized fees. It did not report 1959 figures. In 1960 it added Sol-Kraft Inc. Billings breakdown: Newspapers 25%, magazines 20%, radio 10%, business publications 35%, farm publications 10%. Roberts employs five persons in one office. It expects a 15% gain in 1961 volume.

J. Daynor Roman Advertising, Fargo, N. D., billed $43,753 in 1960, of which $7,345 was in capitalized fees. It billed $17,849 in 1959. The agency added North Dakota Bankers Assn., and lost none. Billings breakdown: Newspapers 30%, radio 20%, television 16%, farm publications 16%, magazines 7%, point of sale 6%, other 4%. The agency employs three people, and expects business to rise 20% in 1961.

Root Advertising Agency, Chicago, billed $61,917.73 in 1960, of which $16,000 represented capitalized fees. Comparable figures in 1959 were $64,473 and $18,740. During the year it neither lost nor dropped an account. Billings breakdown: Newspapers 1%, magazines 3%, business publications 96%. It has one employe in one office and expects 1961 volume to be about the same as in '60.

Gordon Rosholt & Co., Minneapolis, billed $155,559 in 1960, including $102,175 in capitalized fees. The agency added General Magnetics and lost Ron, Vik Inc. Billings breakdown: Business publications 57%, farm publications 40%, magazines 3%. The agency has three employes, and expects business to be about the same as in 1960.

Sabin Advertising, Kingston, N. Y., reported billings of $60,000 in 1960, including fees totaling $18,000, uncapitalized. [Capitalizing the fees brings the fee total to $120,000, which increases total billings to $180,000.] Comparable figures in 1959 were $94,000 and $14,000. During the year it added New Paltz Savings Bank and Mid Hudson Oil Co.; it dropped Callanan Road Improvement Co. and Auburn Savings Bank. Billings breakdown: Newspapers 30%, radio 50%, outdoor 10%, other 10%. Sabin has two employes and expects 1961 volume to be about the same as '60.

Ed St. Aubin Associates, Manchester, N.H., billed $486,969 in 1960, of which $291,854 represented capitalized fees. Comparable figures for 1959 were $363,240 and $212,833. The agency added six new accounts: Franconia Chamber of Commerce, Mt. St. Mary College, Mechanicks National Bank, New England Merchandising Network, Radio Station WFEA and Spindle City Finance Corp. Billings breakdown: Radio 40%, newspapers 34%, outdoor 10%, television 9%, magazines 3%, business publications 2% and other media 1%. The agency has eight employes and sees 1961 about the same as 1960.

Saks & Grinnell, Minneapolis, billed $89,879 in 1960, of which $14,811 was capitalized fees, compared with corresponding 1959 figures of $99,937 and $23,013. Accounts added were Minneapolis Floral Co. and Storkland; dropped was General Expediter's Inc. Television got 24% of the billings, radio 62%, newspapers 12% and other media 2%. The agency has one employe and predicts a 1% rise in 1961 billings.

M. L. Samson Co., Chicago, billed $393,832 in 1960, of which $243,928 represented capitalized fees. Comparable figures for 1959 were $381,530 and $245,365. The agency neither gained nor lost any accounts during the year. It put 10% of its billings into business papers, 10% in point of sale, 5% in magazines and the remaining 75% in direct mail, printed material and other media. The agency has four employes and expects volume to rise 5 or 10% in 1961.

Saunders, Wilcox, Bell Inc., Coral Gables, Fla., billed $285,750 in 1960, of which $103,000 was in capitalized fees. Comparable figures for 1959 were $202,132 and $99,790. The agency added Bacco Vintners Inc. Billings breakdown: Newspapers 50%, radio 28%, tv 8%, magazines 6%, outdoor 5%, business papers 2%, point of sale 1%. It has five employes and expects business to rise 18% this year.

Sawyer Advertising, Gainesville, Ga., billed $21,143 in 1960, of which $20,443 represented capitalized fees. The agency appears to have begun operations last November with the Southeastern Poultry & Egg Assn. account, adding Chambers Lumber Co. and Barker & McMillan in December. It has one employe and expects a 100% volume increase in 1961.

Charles M. Schoof Advertising Co., Chicago, billed $233,400 in 1960, of which $133,400 was in capitalized fees. Comparable figures for 1959 were $180,050 and $100,050. The agency reported no major accounts gained, while none was lost. Billings breakdown: Newspapers, radio and tv, each 25%; point of sale 5%, transit advertising 4%, outdoor 3%, business papers 2%, farm publications 1%, other 5%. Schoof is a one-man agency. It expects business to rise 25% this year.

Mark Schreiber Advertising, Denver, billed $907,982 in 1960, compared with $748,530 in 1959. Newspapers accounted for 38% of billings, television 20%, magazines 10% and the remaining 12% was spread over outdoor, business papers, transit cards and other media. The agency employs ten persons and looks for a 10% gain in 1961.

Ken Seitz & Associates, Milwaukee, billed $981,792 in 1960, of which $379,841 was in capitalized fees. This compared with 1959 billings of $727,193, including $370,191 in capitalized fees. The agency added three accounts: Brillion Iron Works, Dura Finance Co. and Moto Mower Inc. Business publications accounted for 60% of billings, newspapers 5%, radio 10%, television 20%, farm publications 3% and outdoor 2%. The agency employs 17 people in two offices and expects a 30% increase in 1961 volume.

James C. Seix Co., New York, billed $715,000 in 1960, of which $350,000 represented capitalized fees. The agency billed $710,000 in 1959. Magazines took 50% of billings, business publications 20%, newspapers 10%, transit advertising 5%, point of sale 5% and other media 10%. The agency has 18 employes in three offices and looks for a 15% volume gain in 1961.

Shaffer, Lazarus & Lashay, Chicago, billed $535,450 in 1960, including $233,450 in capitalized fees. Comparable figures for 1959 were $298,040 and $80,040. The agency added five accounts, and lost one which is returning in March. Billings breakdown: Newspapers 35%, radio 30%, business publications 15%, magazines 10%, tv 5%, outdoor 5%. The agency expects business to rise 50% this year.

William E. Sheppard Advertising, Plymouth Meeting, Pa., billed $92,000 in 1960, including $81,700 in capitalized fees. Comparable figures for 1959 are $91,000 and $81,000. The agency added Lectro Lawnshear Corp., West Point, Pa., and David Williams Co. It reported no losses. Billings breakdown: Newspapers 50%, business publications 50%. The agency employs two people, and expects business to rise 10% this year.

Sherman Advertising Agency, Chicago, billed $218,000 in 1960, its first year in business. The agency listed three account acquisitions, Al Abrams Pontiac, Peoples Pontiac and Al Abrams Insurance. Radio accounted for 75% of billings, direct mail 25%, and newspapers 5%. The agency employs four per-

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Some 135,000 Holiday families earn that much or more, while the median income for all Holiday families is nearly double the U.S. median. And Holiday families have a unique pride and pleasure in their homes. 77 per cent own their homes; 1 out of 4 own or regularly rent a *second* home. The extensive travels and experiences of Holiday families help develop new tastes, new ideas that are reflected in their homes, in their possessions and in their entertaining habits. Holiday families own extra refrigerators and separate freezers, second television sets, better hi-fi equipment — more of almost everything that makes home life more comfortable and more enjoyable.

This superb audience responds to Holiday because Holiday is the one medium that is synonymous with their active, affluent way of life. Holiday strikes a responsive chord with families of uncommon means, background, interests and outlook on life. To these families — all 900,000 of them — the Holiday mood is a mood to buy, both ideas and products. More and more advertisers are discovering that their products are not simply *in* Holiday — but become a part of the Holiday mood.

HOLIDAY MAGAZINE

sons in one office and expects a 50% increase in 1961 volume.

Shumway & Carman, Madison, Wis., billed $331,000 in 1960, of which $113,000 was in capitalized fees. In 1959, under the predecessor name, William D. Shumway Advertising, it billed $195,000, of which $101,000 was capitalized fees. Newspapers got 48% of the billings, magazines 7%, supplements 1%, radio and business publications 4% each, television and direct mail 8% each, outdoor 11%, farm publications 3% and point of sale 6%. There are six employes in one office and 1961 volume is expected to rise 15%.

James L. Smith Advertising Service, Waterloo, Iowa, billed $14,038 in 1960, of which $5,643 was in capitalized fees. Comparable figures for 1959 were $10,367 and $4,166. The agency added Platt's and reported no loss. Billings breakdown: Business publications 95% and newspapers 5%. The agency employs one person, and expects business to be about the same this year.

Snow & Depew Inc., Hicksville, N.Y., billed $614,165 in 1960, of which $377,295 represented capitalized fees. During the year it added Microwave Dynamics Corp. and General Applied Science Labs.; it lost no accounts. Billings breakdown: Newspapers 1.75%, magazines 98.25%. The agency has seven employes in one office and expects 1961 volume to rise 30%.

Southern Wisconsin Advertising Agency, Merrimac, billed $20,340 during its first five months of operation in 1960, of which $13,340 was in capitalized fees. It added Grand Marsh Wildlife Ranch, Frank J. Italiano Inc. and Baraboo Tent & Awning. Newspapers accounted for 43% of billings, television 42%, outdoor 2%, farm publications 1% and other media 9%. The agency employes five persons in one office and expects a 300% increase in 1961 volume.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1926
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

E. L. Speer Advertising, Racine, Wis., billed $233,000 in 1960, including $84,700 in capitalized fees. It reported $207,000 for 1959. Speer gained Walker Mfg. Co. Billings breakdown: Business publications 65%, magazines 10%, farm publications 3%, newspapers 1% and other 20%. Speer employs four persons in one office. It expects a 10% volume gain this year.

Spooner & Kriegel, New York, billed $727,968 in 1960, of which $570,384 was in capitalized fees. This compares with $634,282 billed in 1959, with $506,920 of this representing capitalized fees. The agency added no new accounts and lost Duratech Mfg. Co. Billings breakdown: Newspapers 3%, magazines 2%, business publications 27%, "other" 68%. It has six employes and expects a 5% increase in volume in 1961.

Clayton A. Stahlka Advertising, Buffalo, billed $271,000 in 1960, of which $166,750 represented capitalized fees. This was a 34% gain over the $203,000 volume of 1959 —of which $125,000 represented capitalized fees. No accounts were dropped. The following were added: Sherwood Valve division of Aluminum & Brass, Lockport, N. Y.; Magna-Driver Corp. and Servotronics Inc. of Buffalo; and Robert Gordon Appliance Corp. and its Canadian subsidiary. The agency has four employes. Started in July, 1958, it describes itself as "basically industrial specialists" and says "we're going to double our business or bust."

Steven-Bartingale & Associates, Eau Claire, Wis., billed $310,000 in 1960, of which $60,000 represented capitalized fees. Comparable figures for 1959 were $220,000 and $20,000. No accounts were lost and the agency reports that it added several new ones "in the building, dairy and biological fields." Magazines got 80% of billings, supplements 10%, newspapers 5% and point of sale 5%. The agency has nine employes in two offices and sees a 25% volume gain in 1961.

Strandberg & Associates, Minneapolis, organized as a new agency in 1960, billed $181,550, of which $100,050 represented capitalized fees. (The agency formerly operated as Strandberg-Hed.) It added Nordaas American Homes, F. C. Hayer Co., Land O Nod Co. and Standard Industries. Farm publications took 35% of billings, newspapers 20%, point of sale 17%, radio and business papers 10% each, magazines 5% and outdoor 3%. The agency has three employes and expects volume to rise 20% in 1961.

Studio Advertising Workshop, Bloomington, Ill., billed $43,250 in 1960, of which $20,750 represented capitalized fees. The agency employs three persons and expects a 20% increase in 1961 volume.

L. J. Swain Advertising, Whittier, Cal., billed $284,000 in 1960 and $242,000 in 1959. It prefers not to list its accounts. Billings breakdown: Business publications 75%, collateral material 15%, newspapers 5%, outdoor 5%. It employs five people in one office, and expects business to rise 25% this year.

Tames Advertising Agency, Toronto, billed $334,000 in 1960, including $80,000 in capitalized fees. In 1959, billings amounted to $180,000, including $53,000 in fees. The agency last year gained M. L. Baxter Ltd. and Braun of Canada. It reported no losses. Billings breakdown: Business publications 60%, newspapers 20%, radio 14%, television 2%. Tames employs two persons. It expects a 50% volume gain this year.

Tell Advertising Agency, Clifton, N. J., billed $500,000 in 1960, compared with $400,000 the previous year. It added Aloris Tool Co. and Airflyte Electronics; it lost Theta Instrument Co. Billings breakdown: Newspapers 15%, business publications 60%, "other" 25%. The agency has six employes and expects a 15% increase in business volume in 1961.

Karl Thall Advertising, New York, billed $68,123 in 1960, of which $7,888 was capitalized fees. Comparable figures in 1959 were $86,712 and $22,338. Thall added Spencer Co., and reported no losses. Newspapers got 60% of the billings and magazines 40%. The agency has four employes in one office and expects a 10% increase in 1961.

Charles P. Thobae & Associates, Houston, billed $214,309 in 1960, of which $85,309 represented capitalized fees. Comparable figures in 1959 were $220,368 and $69,368. During the year Thobae added James Bute Co., Maverick-Clarke, Brown-Fogle Equipment Co. and Academic Recording Institute; it dropped Porta-Kamp Mfg. Co. Billings breakdown: Newspapers 35%, magazines 10%, radio 5%, tv 20%, business publications 25%, point of sale 5%. It has three employes in one office and expects 1961 volume to rise 8%.

Ray Thompson & Associates, Baltimore, billed $257,400, of which $147,400 was capitalized fees. In 1959 the figures were $121,000, including $56,000 capitalized. Thompson added Applied Microwave, Electronic Enterprises, Penn. Veterinary Medical Assn. and E. H. Durkee Enterprises; it reported no losses. Radio took 50% of the billings, newspapers 33%, television 15%, outdoor and farm publications 1% each. The agency has five employes in one office, will open a Harrisburg, Pa., branch in 1961. Volume for this year is expected to rise 20%.

R. S. Townsend Inc., Kansas City, billed $404,079 in 1960, of which $287,186 represented capitalized fees. Comparable figures in 1959 were $306,366 in billings, of which $226,757 represented capitalized fees. The agency added one account, Savajor Co., and lost none. Billings breakdown: Newspapers 15%, radio 15%, television 5% and business papers, 65%. The agency employs six persons in one office and expects a 30% gain in 1961.

Tri-State Advertising Co., Warsaw, Ind., billed $421,118.38 in 1960, of which $213,739.95 represented capitalized fees. Comparable figures in 1959 were $357,313 and $179,743. During the year Tri-State added Union Tool Corp.; it lost no accounts. Billings breakdown: Newspapers 2%, magazines 3%, business publications 41%, farm publications 2%, point of sale 5%, other 47%. It has ten employes in one office and expects 1961 volume to rise 15%.

Truppe, LeGrave & Reynolds Advertising, Des Moines, billed $700,000 of which $60,000 was capitalized fees. In 1959 billings were $600,000, including $25,000 capitalized. The agency added Cole Furniture & Carpets, Senneff Travel Service and Farm Bureau Service Co. of Iowa. It lost Super Valu Stores and Lutheran Vespers last month. Newspapers got 17% of the billings, magazines 3%, radio 30%, television 20%, outdoor 1%, business publications and farm publications 10% each and other media 9%. The agency has five full-time employes in one office and expects 1961 volume to be about the same as in 1960.

Ubel Brothers Agency, Stone Mountain, Ga., billed $24,722 in 1960, of which $400 represented capitalized fees. Comparable figures for 1959 were $24,720 and $400. Net gain in billings: $2. The agency landed the Pine Land Assn. in March and lost it in April. It has two employes and sees 1961 about the same as 1960.

George J. Walsh & Co., New York, billed $874,680 in 1960, of which $24,680 was in capitalized fees. In 1959 the agency billed $816,700. Last November, the agency acquired Marguerite Tuttle Inc. Newspapers got 39% of the billings, magazines 17%, radio 13%, television 1%, business publications 10%, transit advertising 5% and others 15%. Walsh has ten employes in one office and forecasts a 20% increase in 1961, particularly in radio and television.

Ward, Frojen Advertising, Los Angeles, billed $548,197 in 1960, of which $7,000 was capitalized fees. It added Premier Savings & Loan Assn. and Mesa Verde Realty to its roster. Newspapers got 70% of the billings, magazines 7%, radio 4%, television 15% and outdoor 4%. The agency has five employes and expects a 15% rise in 1961 volume.

Webster-Harris-Weibron Advertising, Lubbock, Tex., billed $495,823 in 1960, of which $137,637 was capitalized fees. In 1959 it billed $401,838, including $86,877 capitalized. It added two accounts: Avinger Lumber Co. and Hester's Office Supply. Newspapers, magazines and farm publications each got 6% of the billings, radio 25%, television 35%, outdoor 7% and printing 10%. The agency has nine employes in one office and expects a 5% rise in 1961 billings.

Weekley & Valenti, Houston, billed $997,500 in 1960, of which $510,500 was in capitalized fees. In 1959, it billed $622,500, with $301,500 representing capitalized fees. It added Dresser Electronics (SIE division), Southern National Bank and three smaller unnamed accounts. It lost no accounts. Billings breakdown: Newspapers 10%, radio 10%, television 14%, outdoor 6%, business publications 40%, point of sale 10% and collateral 10%. The agency has seven employes and expects a 15% increase in volume in 1961.

Wendt Advertising Agency, Great Falls, Mont., billed $471,546 in 1960, of which $113,877 represented capitalized fees. Comparable figures for 1959 were $462,604 and $135,318. The agency added Montana advertising for Union Oil Co. of California. No account losses were reported. Newspapers and television each accounted for 35% of billings, followed by outdoor 13%, radio 8%, magazines 7% and farm publications 2%. The agency has seven employes and expects a 10% gain in 1961.

Wertheim Advertising Agency, New York, billed $391,720 in 1960, of which $27,720 represented capitalized fees. The agency billed $300,000 in 1959. The agency added one major account during the year, World Mutual Health & Accident Insurance Co. of Pennsylvania, and lost none. Magazines accounted for 55% of billings, newspapers 20%, business publications 20% and supplements 5%. The agency employs five persons in one office and expects a 5% increase in 1961 volume.

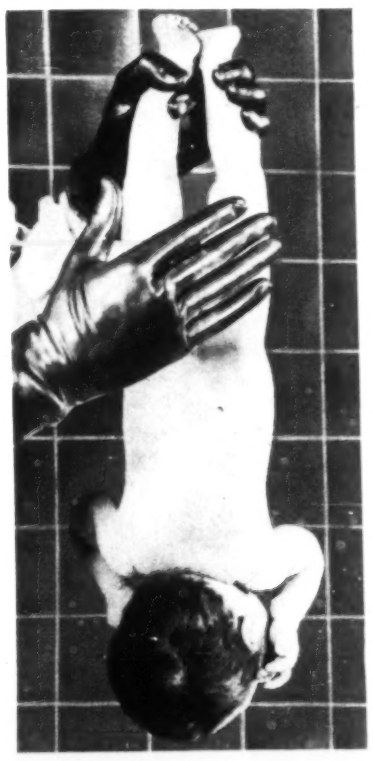
G. Bruce West Advertising, Washington, D.C., billed $172,221 in 1960, including $147,833 in capitalized fees. Billings in 1959 were $73,045, including $62,824 in fees. The agency added three accounts, Canal Industrial Corp., Electronic Teaching Laboratories and Petroleum & Chemical Transporter. Magazines accounted for 53% of billings, newspapers 26%, and "printing" 21%. The agency employs three persons in one office and expects an 87% increase in 1961 volume.

Weston Associates, Manchester N.H., billed $594,737 in 1960, of which $91,210 was in capitalized fees. Comparable figures for 1959 were $480,070 and $69,744. The agency added Vermont Travel Council, Mount Snow (resort advertising), and B G S Shoe Corp. (for Buskens and Honeybug shoes). It reported no losses. Billings breakdown: Business publications 26%, newspapers 25%, radio 20%, magazines 18%, outdoor 5%, tv 2%, supplements 2%, transit advertising 1%, point of sale 1%. The agency employs 18 people, and added a second branch this year in Woodstock, Vt. It expects business to rise 25% this year.

Wilkinson Advertising, Rochester, N. Y., billed $190,000 in 1960, of which $20,000 represented capitalized fees. Comparable figures for 1959 were $145,000 and $50,000. The agency dropped Kee Lox Mfg.

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for billings figures and other data about the nation's advertising agencies. The usual features will be back in their regular places next week.



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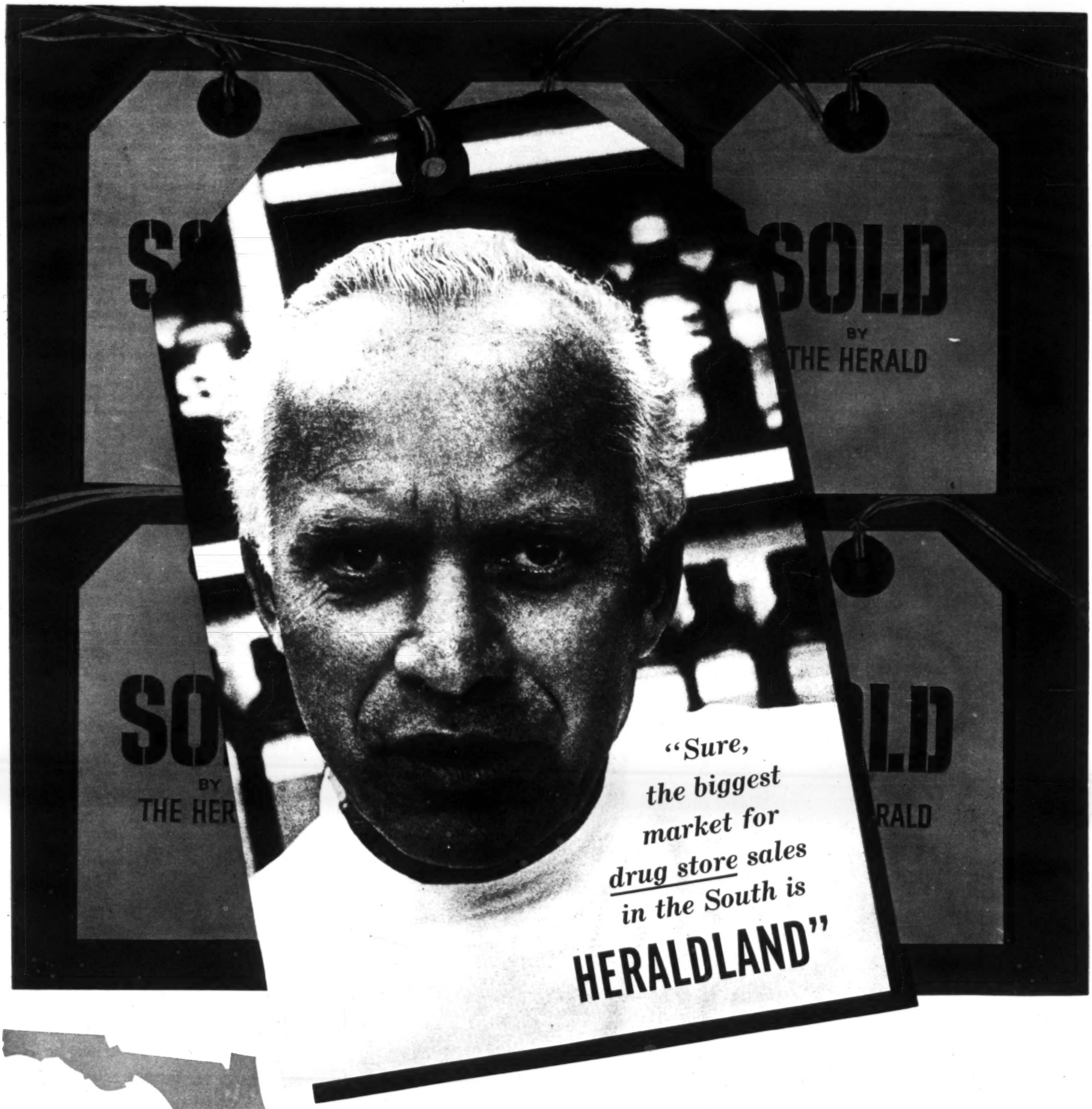

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Co. while adding Morgan Machine Co., Huther Bros. Saw Mfg. Co. and Automation Gages. Billings breakdown: television 40%, radio 30%, business papers 15%, newspapers 10%, point of sale 2%, direct mail 2% and outdoor 1%. The agency has four employes and expects to increase its volume 100% in 1961.

Herbert Willis & Associates, Minneapolis, billed $673,466 last year, of which $203,242 was capitalized fees. It added Minnesota Plastics Corp. and Minnesota Electronics Corp. and dropped the ADM-feed and Crosby divisions because of their sale. Newspapers got 20% of the billings, magazines 8%, radio 6%, television 4%, outdoor 2%, business publications 31%, farm publications 4% and others 25%. The agency has nine employes in one office and expects a 20% rise in 1961 volume.

Wiltse & Co., Los Angeles, billed $281,855 in 1960, of which $200,100 was in capitalized fees. Comparable figures for 1959 were about 10% less. The agency, which employs four people, reported no major account changes. Billings breakdown: Business publications 50%, farm publications 40%, newspapers and radio 5% each. The agency expects business to rise 10% this year.

Lloyd F. Wood Associates, Washington, D. C., billed $132,000 in 1960, of which $40,000 was in capitalized fees, an increase of 50% over 1959. Newspapers, radio and direct mail each got 20% of the billings, business publications 30% and magazines 10%. Wood has five employes in two offices and a 15% increase in 1961 billings is forecast.

Wright Advertising Agency, Pittsford, N. Y., billed $345,425 in 1960, including $70,000 in capitalized fees. In 1959 the comparable figures were $329,700 and $69,700. Accounts added were Western Maine Forest Nursery Co. and James I. George & Son. Newspapers got 28% of the billings, magazines 25%, radio and outdoor 3% each, television 6%, business publications 20%, farm publications 10%, transit advertising 4% and point of sale 1%. Wright has six employes in one office and expects a 10% billings increase in 1961.

Chris Yaneff Ltd., Toronto, billed $420,900 in 1960, of which $180,900 was in capitalized fees, and $18,000 in Canadian business. Comparable figures for 1959 were $376,750, $166,750 and $10,000. The agency added Telefunken dictating machine, United Dominions and Field Aviation (Beechaircraft). It reported no losses. Billings breakdown: Business publications 45%, newspapers 28%, magazines 10%, outdoor 10%, radio 5%. The agency employs eight people in one office, and expects business to rise 20% this year.

Zam & Kirshner, New York, billed $884,469 in 1960, including $210,469 in capitalized fees. Its '59 volume was $777,000, including $180,000 in fees. Last year Zam added Harlie Transistor, Sinclair Hotel Corp. and Haas Electronic Publishing Corp. Billings breakdown: Magazines 53%, business publications 32%, newspapers 12% and radio 3%. Zam employs 11 persons in two offices. It expects volume to rise 10% or 15% this year.

Zeeland Advertising Agency, Zeeland, Mich., billed $87,000 in 1960 as compared with $70,000 in 1959. The agency reported no account changes. Billings breakdown: Farm publications 95%, newspapers 4%, radio 1%. Zeeland employs four persons in one office. It expects a 40% jump in volume this year.

56 British Agencies Report Billings

Benson Is Tops with $47,600,000; U. S. Subsidiaries Active

LONDON, Feb. 21—It was another buoyant year in the British agency business.

ADVERTISING AGE is reporting in this issue on the billings of 56 British agencies. With the exception of three, all showed increases on their 1959 volume and nearly all look forward to further gains in 1961.

A year ago, only one British agency had billings in excess of $40,000,000. And that was Colman, Prentis & Varley, which counted more than $25,000,000 billed through offices outside Britain.

In 1960, three agencies vaulted over the $40,000,000 mark. These were S. H. Benson Ltd., London Press Exchange and J. Walter Thompson Co. Ltd.

■ Heading the list, with billings of $47,600,000, is S. H. Benson, owner of three other agencies operating in Britain.

In terms of billings in Britain alone, the largest agency continues to be J. Walter Thompson, which reported $42,560,000 for 1960. All of this represented advertising placed within the country. Elimination of the international billings of Benson and London Press Exchange would bring their totals below JWT's.

It is clear from these reports that branch offices of U.S. agencies bulk large in the British advertising picture. Of the top ten agencies, four are subsidiaries of U.S. agencies. These are JWT, Erwin Wasey, Ruthrauff & Ryan, Young & Rubicam and Foote, Cone & Belding. FC&B brings up the rear of the top-ten listing with 1960 billings of $15,990,000.

■ In the next bracket, agencies billing between $5,000,000 and $15,000,000, U.S. agency names also are prominent. In this group are McCann-Erickson Advertising ($13,920,000), Hobson, Bates & Partners ($10,061,000), Batten, Barton, Durstine & Osborn ($9,060,000), Benton & Bowles ($5,880,000) and Garland-Compton ($5,560,000).

Also in this middle bracket is Pritchard, Wood & Partners, newly acquired subsidiary of Interpublic Inc., with billings of $12,536,000.

The British billings reports varied from Benson's high to a low of $197,960 reported by John Collings & Partners.

■ The largest employer in the British agency field is London Press Exchange, which reports some 1,400 persons at work in its 15 associated companies.

An analysis of the employe and billings figures reported shows that the average British agency requires 20 to 25 people for every $1,000,000 in volume, which is about double the U.S. agency requirement.

The agency media breakdowns indicate clearly the impact of commercial television in Britain. It is common among the top-billing agencies for television to account for more than 30% of volume. Masius & Fergusson, a strong package goods agency, funneled 56% of its billings into tv, a medium that did not exist in Britain prior to 1955.

Individual agency reports, in alphabetical order, follow:

Arks Publicity, London, billed an estimated $2,300,000 in 1960, compared with an estimated $1,960,000 in 1959. Among the names on its

MAN

1 **WANTED:** The name and address of a **positive prospect** . . . a man committed to buy new-home products or services . . . who's ready and willing to listen to your complete sales story!

2 **COMMITTED** . . . because he's taken definite steps towards building his own custom home . . . a home he'll soon construct, equip and furnish.

F. W. DODGE CORPORATION **DODGE** *the Source of Construction Industry News*

5 **DODGE** — master detective in the new construction field. No other organization has enough trained operatives to locate these **positive prospects** — day by day...as they enter the market.

6 **EXPERT DODGE INVESTIGATORS** — 1,087 of them — regularly call on architects, contractors and many other authorities to identify committed home-planners . . . and report their names every day.

7 **WITHIN 24 HOURS** Dodge sends these prospects the "Guide to Home-Planning Literature" . . . which offers manufacturer's literature. They send Dodge requests for literature on products they're interested in buying.

LOOK AT THESE RETURNS!

As an example of the productiveness of the GUIDE, the following participants are receiving inquiries from *positive prospects* at the annual rate of:

A	FIRTH CARPET COMPANY	14,000
B	THE FORMICA CORPORATION	12,000
C	THE FLINTKOTE COMPANY	6,500
D	UNITED STATES PLYWOOD	9,500
E	AMERICAN OLEAN TILE COMPANY	12,000

What wouldn't you give to have a steady stream of bona-fide inquiries like these come across your desk each day? What could they mean in actual sales dollars?

client roster are Long's Irish Linen, London Dance Institute, Phillip's Furnishing Stores, Gumption Products and British Relay Wireless.

Armstrong-Warden Ltd., London, billed $2,476,986 in 1960, compared with $1,807,378 in 1959. The agency picked up Eversharp-Schick Inc., with billings to start in May, 1961, and McGraw-Hill Publishing Co., with billings starting in January, 1961. The agency reports it lost no major accounts during 1960. Media breakdown: Newspapers 24.3%, magazines 38.1%, television 19%, posters 0.2%, business publications 18.4%.

The agency was founded in July, 1937 as successor to Almagamated Publicity Services Ltd. It now employs 77 persons in two offices. Besides a French office, Graphisme et Publicite, set up in 1957, it maintains associations with agencies in 36 countries. The agency looks for an increase of 13.8% in volume in 1961.

Among the more important names on its client roster are Richard Hudnut Ltd., Burroughs Wellcome & Co., Ferodo brake linings and friction materials, Tecalemit lubricating systems, Spillers flour and animal foods, Foamite fire protection, Sherdley glassware, Spode china, Afrikander tobacco, International Chemical Co. toiletries and cosmetics, and the Blue Funnel and Bibby shipping lines.

Saward Baker & Co., London, billed $6,970,692 in 1960, excluding capitalized fees, compared with $4,979,310 in 1959. In 1960 the agency dropped the MG car account, but picked up Scott & Bowne's Skol shampoo and Marshall & Brush (sales) Ltd., Advance Components Ltd., Riley Motors and T. Farmiloe's Nine Elms paint. Billings breakdown: Newspapers, magazines, supplements and trade press business publications 52.1%, television 30.6%, cinema 2.2%, radio 3.8%, outdoor 3.2%, printed material 1.3% and other media 6.8%. The agency now employs 165 persons and expects 1961 volume to be relatively unchanged from 1960.

Alfred Bates & Son, London, billed an estimated $3,600,000 in 1960, compared with an estimated $3,500,000 in 1959. Among its accounts are Cambrian Air Service, Kilvert's Lard, Randora wine, Smoothedge carpet fitter, Slenderella Corsetry, Wolf Garden tools, Psychology Publishing Co. and Yaxa toiletries. During 1960 the agency added Gandy Ltd. The agency has branches in Liverpool, Manchester, Newcastle and Glasgow.

Batten, Barton, Durstine & Osborn, Ltd., London, subsidiary of Batten, Barton, Durstine & Osborn, New York, billed $9,061,077 in 1960, compared with $7,250,000 in 1959. Formerly known as Dolan, Ducker, Whitcombe & Stewart, the agency was acquired by BBDO during the year as the U.S. agency's first major move in the international area. The agency had a good new business year, adding General Mills (Betty Crocker introduction in Britain), Coty, Tupperware, Union Corp., Goddard waxes and the Thomson newspapers. It dropped Trans World Airlines. During the year the agency opened BBDO offices in Frankfurt, Germany, and Ibadan, Nigeria. It has 147 employes and looks for a 25% volume gain in 1961.

S. H. Benson Ltd., London, billed $47,600,000 in 1960, of which $4,760,000 represented advertising done overseas. This compared with $39,000,000 in 1959, of which $3,000,000 represented overseas billings. These figures do not include billing of overseas companies in which Benson holds a substantial minority interest.

These figures, however, do include the billings of three Benson-owned subsidiary agencies in Britain: Longleys & Hoffman of Birmingham, Spottiswoode Advertising Ltd. and Keymer Advertising Ltd., both of London.

Overseas advertising is controlled by a subsidiary company, S. H. Benson International Ltd. During the year Benson International joined forces with United Service Publicity in Australia to form USP-Benson, and also acquired a substantial interest in Breithaupt, Milsom Ltd. of Toronto and Vancouver. To avoid any conflict of interest, Benson relinquished its shares in the New York agency of Ogilvy, Benson & Mather Ltd., which it helped found, since OBM also recently opened in Canada.

During the year, Benson picked up several new accounts including Dunlop Sports, Grant's of St. James and Guinness' Harp Lager.

Benton & Bowles Ltd., London, subsidiary of Benton & Bowles, New York, billed $5,880,000 in 1960, of which $1,048,000 represented capitalized fees. Comparable figures for 1959 were $5,357,000 and $568,000. The agency, formerly known as Lambe & Robinson-Benton & Bowles, had a good new-business year, adding Massey-Ferguson, Courage & Barclay (leading British brewer), Schick electric shavers and Philip Morris; no accounts were dropped. Billings breakdown: Newspapers 18.1%, magazines 10.5%, television 64.1%, posters 1.8%, trade papers 4.8%, transport advertising 0.5% and other media 0.2%. The agency has 185 employes and expects a 50% billings gain in 1961.

Clifford Bloxham & Partners, London, billed $5,667,374 in 1960, of which $347,374 represented capitalized fees. This compares with $4,496,523 in 1959, of which $380,523 represented capitalized fees. In 1960 it dropped the Eversharp account but picked up the Royal Air Force recruiting campaign, the National Coal Board and Chas. Bayer & Co. Ltd.

The agency has a relatively small client roster but more than half are leaders in their respective fields and the average billing per account is high. The bulk of the agency's business is in mass market consumer goods, but there is also a substantial minority in consumer durables.

HUNT

3 READY AND WILLING . . . because he'll ask for information on your product during his planning stage . . . and specify the products he wants.

4 ROUNDING UP SUSPECTS is costly. Who can pinpoint these **positive prospects?** Who can find them . . . name them . . . deliver thousands of them . . . so you can collect the rewards?

8 EVERY DAY Dodge sends you the names and addresses of those **positive prospects** requesting your literature . . . on convenient gummed labels ready for mailing your sales message.

9 RESULT: Your sales message gets into the hands of the man it is intended for — the man who is ready, who is willing, who is committed to buy! His name gets into your "action" file.

The man who builds his own home is indeed a very special individual. His home is going to have the things in it that *he* wants . . . and he pays 35% more than the tract home buyer to get what he wants! Last year, the committed home-planners receiving the Dodge GUIDE spent over $2,000,000,000. Worth reaching these people? Worth putting your literature in the hands of positive prospects in this market who *ask* for it?

Some of America's leading companies think so. New participants in the GUIDE include General Electric, Mosaic Tile, Westinghouse and Bilco.

For complete information on the GUIDE write, wire or phone OXford 5-3000.

Standard agency commissions apply.

F. W. DODGE CORPORATION

GUIDE TO HOME-PLANNING LITERATURE

F.W. Dodge Corporation
119 West 40th Street, New York 18, N. Y.

WTRF-TV STORY BOARD

T. R. Effic!

A SOUTHERN PREACHER was telling his congregation all about King Solomon, his wisdom, his splendid way of life, his hundreds of wives and concubines. "And," he added, "he fed them all ambrosia." "Never mind what he fed them," one parishoner spoke up. "What did Solomon eat?"

Wheeling wtrf-tv

THE CAREFUL DAIRY FARMER was questioning the prospective hired man. "Have you any bad habits . . . smoke, drink or eat margarine?"

wtrf-tv Wheeling

SALESMAN CY SAYS: "The man who can read women like a book usually likes to read in bed."

Wheeling wtrf-tv

MOTHER TO TOY DEPARTMENT SALESMAN: "This looks too complicated for a young child." The clerk explained: "It's an educational toy designed to adjust a child to live in the world today . . . any way he puts it together, it's wrong."

wtrf-tv Wheeling

ALERT ADVERTISERS buy WTRF-TV and get their message across to over two million people in the rich, Wheeling-Steubenville Industrial Ohio Valley. Ask George P. Hollingbery.

Wheeling wtrf-tv

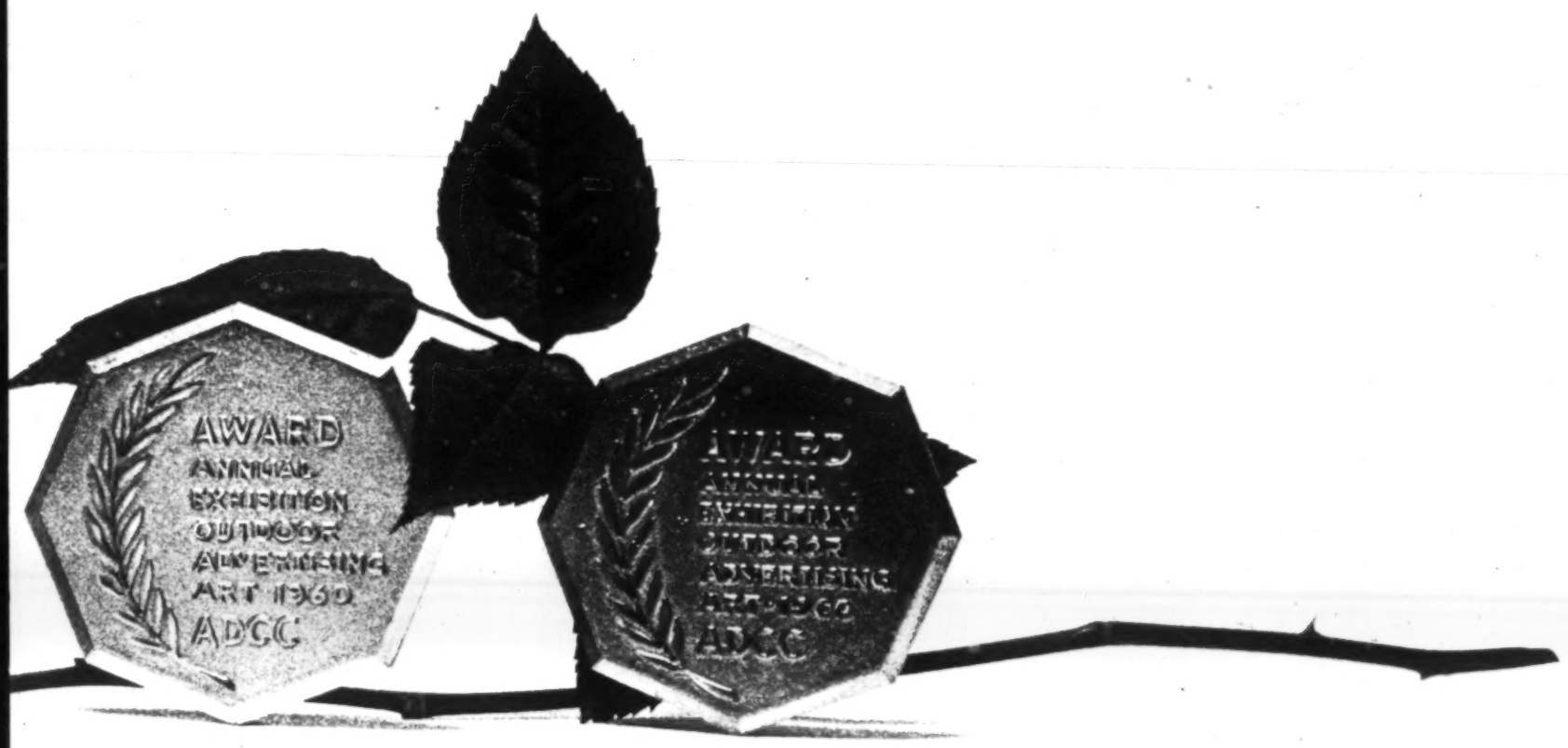
HOPE JEFFERSON REPORTS: "There's an old indian down here in Tallahassee who doesn't know heads from tails. You should see his strange collection of scalps!"

wtrf-tv Wheeling

SALES BOOSTER . . . you get a bonus Merchandising Plan when you advertise over WTRF-TV, Wheeling, West Virginia.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

AWARD
ANNUAL
EXHIBITION
OUTDOOR
ADVERTISING
ART · 1960
ADCC



THANK YOU, DOYLE DANE...
IT WOULD HAVE BEEN REAL SELFISH OF US TO TAKE ALL THREE

The 29th National Competition and Exhibition of Outdoor Advertising Art: first, Doyle Dane Bernbach for Volkswagen; second, McCann-Marschalk for Genesee Beer; third, McCann-Erickson for Swift's.

INTERPUBLIC INCORPORATED

No billings breakdown is available for 1960 but in 1959 the agency put 50% of its billings into newspapers, 33% in television, 14% in magazines, and the remaining 3% in outdoor and business papers. The agency employs 160 persons and expects a one-third increase in volume in 1961.

Among the more important names on its client roster are Schweppes, Slumberland, Elastoplast, Nivea, Cow & Gate dairy products, Austin Reed, Hoover steam iron, Lever Bros. Wirl and Ultra Television receivers.

T. B. Browne Ltd., London, billed an estimated $3,400,000 in 1960, compared with an estimated $3,500,000 (revised) in 1959. Among its accounts are Highland Queen whisky, Buckingham furniture, Mason's O.K. sauce, Philco International and Solo Orchards Ltd. During 1960 it added London Paste Co., Seniors' fruit dumplings, Nicholls-Clarke Ltd., Fayre-Leuba (Geneva) S.A., Spa brushes and Punt E Mes vermouth. The agency employs 150 persons.

Basil Butler Co., London, billed $3,080,000 in 1960, which included $280,000 in capitalized fees. Billings for 1959 were $2,464,000, which also included $280,000 in capitalized fees.

The agency reported it lost no important accounts in 1960 but added Greek Line shipping, Rustcraft Greeting Cards, Molnycke Textiles, General Export Assn. of Sweden and Bowmaker Ltd. Billings breakdown: Newspapers 62%, magazines 12%, television 10%, trade papers 7%, transport advertising 5%, point of purchase 2%, cinema advertising 1%, and other media 1%.

The agency was founded 31 years ago and now employs 86 persons in two offices. It expects 1961 volume to rise 15% over 1960. Principal accounts include Rootes Group autos, Commer trucks, Parker Pen, Viscount cigarets, Four-Square tobacco, Terry's chocolates, *Newsweek*, Drings Sausages Ltd. and Expanded Metal Co.

Top Ten British Agencies

Rank		1960
1.	S. H. Benson	[1]$47,600,000
2.	London Press Exchange	[2]44,800,000
3.	J. Walter Thompson	42,500,000
4.	Colman, Prentis & Varley	[3]42,000,000
5.	Mather & Crowther	25,200,000
6.	Erwin Wasey, Ruthrauff & Ryan	23,000,000
7.	Masius & Fergusson	20,500,000
8.	Young & Rubicam	[4]19,000,000
9.	Lonsdale-Hands	16,200,000
10.	Foote, Cone & Belding	15,900,000

[1]Includes $17,000,000 billed overseas and through three subsidiary agencies in Britain. [2]Includes some $4,000,000 in international billings. Includes $25,200,000 in international billings. [3]Estimated by AA.

Samson Clark & Co., London, billed an estimated $5,100,000 in 1960, compared with an estimated $4,800,000 (revised) in 1959. Among the agency's clients are Burgoyne wines, Lloyd shirts and Facit computors. During the year it added BTR Industries footwear division, Enicar watches, Debenham & Co. stores, Cavendish coats and Perky cat food.

John Collings & Partners, London, billed $197,960 in 1960, of which $15,960 represented capitalized fees. This compared with $138,040 in 1959, of which $12,040 represented capitalized fees. The agency, founded two years ago, picked up several important accounts during the year—El Al Israel Airlines, Thos. A. Edison dictation equipment and Borough-Anker cash registers. It reported no account losses.

Billings breakdown: Newspapers 40%, magazines 15%, television 10%, posters 5%, business publications 20%, cinema 5% and point of purchase 5%. The agency employs 15 people in two offices and expects to see 1961 billing up 20%. Clients include Swandown cosmetics, Etam ladies fashion chain stores, and Welcome Sewing Centers. The agency is now developing a network of overseas associates and affiliates.

Colman, Prentis & Varley, London, billed $42,000,000 in 1960, compared with $44,500,000 in 1959. The 1960 total comprised $16,800,000 domestic billing in Britain (compared with $14,700,000 in 1959), $9,800,000 in other parts of Europe ($11,900,000 in 1959), $12,600,000 in Latin America ($11,900,000 in 1959) and $2,800,000 elsewhere ($5,950,000 in 1959). This gave the agency a total overseas billing of $25,200,000, compared with $29,750,000 in 1959.

During the year the domestic agency lost the British European Airways account after 14 years in the shop, and dropped Harveys Wines, Findus Frozen Foods and Aquascutum rainwear. It picked up Yardley toiletries, Greek National Tourist Board and Braemar Knitwear. Several of its existing accounts increased appropriations and the agency expects to see domestic billings increase 10% in 1961 over 1960. It handles such major accounts as Austin Motors, Knorr soups, Pepsi-Cola, Shell Oil, J. Lyons, Elizabeth Arden and Wedgewood. CPV pioneered political advertising in Britain with its work for the Conservative Central Office, which it took on in 1958. Advertising men credit CPV with helping to reinstate Prime Minister Harold Macmillan's government with an increased majority in 1959. The account has also brought the agency some criticism, notably from critics of advertising in Parliament, particularly last year.

Colman, Prentis & Varley, now in its 27th year, has offices in Belgium, France, Italy, Canada, Trinidad, Colombia, Venezuela, Singapore, Iran, Switzerland, Chile and West Germany. During 1960 it moved into Holland by setting up shop in Amsterdam; into Jamaica with an office in Kingston; and into the U. S. with a contact office in New York. In all its offices the agency employs some 800 persons.

Media breakdown for the agency's domestic billings in Britain: 60% in newspapers and magazines, 32% in television, 6% in posters and outdoor, 1.5% in cinema advertising and 0.5% in other media.

Crane Advertising, London, billed $2,827,916 in 1960, of which $173,426 represented capitalized fees. Comparable figures for 1959 were $3,221,456 and $450,481. The agency reported it lost no major accounts during the year but picked up London Rubber Co., Associated Fisheries, Vick's Milton Pharmaceuticals and part of Quaker Oats Ltd. Billings breakdown: Press 60.46%, television 20.8%, posters 0.53%, and other media 19.18%.

In 1960, the Crane agency underwent a change of management when controlling equity was purchased by a group of four senior men out of the EWRR London shop. They are C. Austin Barnes, chairman, former director in charge of the Procter & Gamble account at EWRR; Dennis Blairman, creative and television; Donald McLure, marketing; and Ronald Critchley, media and research. Several major national brands have since been added to the agency's account list. Major account is Max Factor. The agency looks for a 70% gain in 1961.

W. S. Crawford Ltd., London, billed $15,585,307 in 1960, including non-capitalized fees, compared with $13,759,012 in 1959. It was invested this way: Press 61.22%, television 20.66%, outdoor, cinema and radio 5.28%, other, including public relations, research, merchandising, printing and miscellaneous services 12.84%.

Among the more important names on its client roster are Associated-Rediffussion TV, J.&E. Atkinson men's toiletries, W.&T. Avery weighing and testing machines, Barclays Bank, Barratt shoes, British Aluminum, Canadian Government Trade Department, Formica Ltd., Gillette Industries Ltd. overseas advertising, Hiram Walker whisky, I.C.I. Dyestuffs Division, Martini & Rossi Ltd., Pakistan International Airlines, Scotsman Publications Ltd., Scottish Television, Shell Chemical Co., Simpson (Piccadilly) Ltd., Spanish Embassy Spanish oranges and tomatoes, British Cheeses, Van Houten cocoa and chocolate, and Vauxhall Motors Ltd.

Crawford has offices in Paris, Brussels, Amsterdam, Karachi, Toronto and New York. It is also the main shareholder in Contimart, Zurich, a marketing research organization set up by Crawford with a number of its European associates and offices and the Crawford offices and associates in the U. S. and Canada. The agency now employs 435 persons and looks for a 17% increase in volume in 1961.

Arthur S. Dixon Ltd., London, billed $2,372,902 in 1960, of which $35,484 represented capitalized fees. This compared with $2,190,401 billed in 1959, of which capitalized fees accounted for $25,211. The agency reported it dropped no major accounts during the year but picked up the Brook Street Bureau employment agency and Warwick Film Productions. Billings breakdown: Newspapers 23.3%, magazines 42.7%, television 16.5%, posters 5.6%, trade papers 11.7% and

All the advertising men in America could fit in the convention rooms of Sheraton Hotels in U.S.A., Hawaii, Canada and Overseas

SHERATON THE PROUDEST NAME IN HOTELS

cinema advertising 0.2%. The agency employs 70 persons, on such accounts as the Arts Council of Great Britain, Bally shoes, British Transport Commission hotels, Cirio Co., Columbia Pictures Corp., Walt Disney Film Productions Ltd., L'Oreal of Paris, Metal Box Co., New Zealand dairy products, and the Royal Academy of Fine Arts. Dixon expects 1961 volume to rise 10%.

Dorland Advertising, London, billed $10,685,982 in 1960, of which $383,032 represented capitalized fees. Comparable figures for 1959 were $8,225,299 and $325,522. The agency dropped Linoleum Mfg. during the year but added Copes Football Pools, Colibri Lighters, United Merchants & Manufacturers Assn., Donegal Tweed Assn., Hertz American Express International, Maple Furnishing, Minnesota Mining & Mfg. and Baxter soups.

Billings breakdown: Newspapers 72%, magazines 3%, television 15%, posters 5%, business publications 1%, point of purchase 2%, other media 2%. The agency is particularly strong in the automotive field (Rolls Royce, Bentley & Morris autos, Castrol oils, Pirelli tires) and the drink field (Booths gin, Vat 69 whisky, Carlsberg Lager, Hennessey brandy, Mitchell & Butler breweries). Other clients include Automatic Telephone & Electric Co., Richard Costain Ltd., Harris Tweed Assn., Esso Petroleum (kerosene and home heating), Horne Bros. Ltd., McVite & Price, Shulton and Raleigh Industries Ltd. The agency now employs some 200 people and expects to see a 20% increase in volume in 1961. It is associated with agencies named Dorland in Paris, Brussels, Berlin, Dusseldorf and Munich.

Erwin Wasey, Ruthrauff & Ryan Ltd., London, British subsidiary of EWRR, New York, billed $23,010,400 in 1960, of which $1,990,800 represented capitalized fees. This compared with $20,848,800 billed in 1959, of which capitalized fees accounted for $2,111,200.

The agency, which now has three offices in Britain, dropped the Kayser Bondor account in August but had a big new-business year. It added the Plant Protection division of Imperial Chemical Industries, A. E. Stoddard & Co. carpets, New Zealand Meat Producers' Board, Granada TV Network Ltd., Nottingham Lace Furnishing Mfrs. Assn. and Coffee Publicity Assn. The London office employs 470 persons. Billings breakdown: Newspapers 29.2%, magazines and business publications 18.6%, television 43.3%, posters and transit advertising 2.9%, point of purchase and other printed matter 4.7%, cinema advertising 0.8% and radio 0.5%.

The agency was opened in London in 1919 as a branch of the U. S. company founded by C. R. Erwin and L. R. Wasey in 1914. Opening accounts in 1919 included Hoover and Goodyear, which are still with the agency. Procter & Gamble, through its British subsidiary, Thomas Hedley, launched its first products on the U. K. market through the agency in 1931 and remains a major EWRR account. Philips Electrical Ltd., British subsidiary of Philips of Eindhoven Holland, has also been with the agency since 1934.

Other British accounts include Aspro Nicholas, Bacon Council, Carnation Milk, Coco-Cola, Eskimo frozen foods, S. C. Johnson, Littlewoods Pools, Littlewoods Mail Order, Napier aero engines, Neilson ice cream, Quaker Oats dry cereals, Revlon, Rootes Sunbeam cars and Yale & Towne. Walter Graebner, managing director of the company since 1953 when he moved from the Time-Life organization, also became chairman last year. He expects to see 1961 volume increase 4% over 1960.

Everetts Advertising, London, billed $6,597,548 in 1960, of which $632,593 represented capitalized fees. This compared with $5,262,000 billed in 1959, of which $400,000 represented capitalized fees. The agency dropped no major accounts during the year and picked up United Steel Companies Ltd. Billings breakdown: Newspapers 45.5%, magazines 16%, television 18%, business publications 13%, posters and transit 5%, cinema 1% and other media 1.5%.

The agency has a growing client roster with many top names in British industry, including part of Imperial Chemical Industries, Boots Pure Drug Co., J. Lyons, Ilford cameras and films, Kensitas cigarets, Smith & Nephew, Armstrong Cork Co. and De Beers diamonds. It has a subsidiary public relations company, Everetts Promotions Ltd., and employs 154 persons. It looks for a 20% increase in volume in 1961.

Foote, Cone & Belding Ltd., London, subsidiary of FC&B, New York, billed $15,991,030 in 1960, of which $1,487,450 represented capitalized fees. This compared with $12,309,881 billed in 1959, of which capitalized fees accounted for $1,373,733.

In 1960 the agency dropped the Bourjois account, but picked up Northam Warren toiletries, Frys Medley chocolates, County Laboratories' Mark Vardy men's toiletries, Birds custard and Amirol. Billings breakdown: Newspapers, magazines, supplements and business publications 51.85%, radio 0.04%, television 43.99%, cinema 0.15%, posters and transport advertising 0.57%, point of purchase and other media 3.4%. The agency employs 328 persons and expects a 10% volume increase in 1961. This year the agency moved into new premises in Baker Street, vacating its previous offices in Mayfair.

Robert Freeman Co., London, billed $3,622,000 in 1960, compared with $3,500,000 in 1959. The agency had a good new business year, adding Marshall Taplow Ltd., Esso Petroleum employe relations department, part of Chiswick Products, Kayser Bondor, Moffats Ltd., Oriole Record, Hulton Publications and the Bermuda Trade Development Board. Billings breakdown: newspapers 61.5%, television 20.9% and other media 17.6%. Freeman employs 116 persons and expects 1961 volume to rise 16%. The agency has an interest in Pemberton, Freeman, Bennett & Milne of Toronto, Montreal and Trinidad.

William Furness Ltd., Bradford, billed $388,243 in 1960, of which $24,273 represented capitalized fees. This compared with $325,556 in 1959, of which $20,348 represented capitalized fees. The agency reported that it lost no major accounts in 1960 and picked up Elsie Whitely fashion blouses. Billings breakdown: newspapers 26%, magazines 20%, television 4%, business publications 50%. Furness employs 25 persons and expects 1961 volume to rise 20%.

After 25 years under the name Bennett Williams Advertising Ltd., the name was changed in 1956 to indicate the present managing director. It reports continuous steady progress every year since. Two associated companies are Trends & Markets, a market research organization in Bradford, and William Furness Associates Ltd., public relations, of London. Clients include Coventry Machine Tools, forging machines; British Jeffrey-Diamond Ltd., coal mining machinery; U.S. Metallic Packing Co. Ltd.; Skipton Building Society; R. V. Marriner Ltd., knitting wools, and Bradford Fertilizer Co.

2 Separate Newspapers

The El Paso Times Morning and Sunday

El Paso Herald-Post Evening

1 LOW RATE BUYS BOTH

CIRCULATION 105,739

NOW . . . BUY A KING SIZE MARKET

EL PASO

One of the ten fastest growing markets in the United States

FOOD SALES*

$174,538,000

*Sales Management Survey of Buying Power

SERVING A 24 COUNTY AREA OF WEST TEXAS AND SOUTHERN NEW MEXICO

BLANKETING THE FABULOUS SOUTHWEST

It's a fact: Sheraton's 57 Hotels in 40 cities have meeting space for a walloping 100,000 people

a valuable tool for planners of meetings of any size

See how Sheraton's outstanding accommodations and more than 20 years of experience in planning and running conventions can help you. Our experts will relieve you of all worrisome details — provide the extras, large and small, to meet your specific needs.

MAIL COUPON FOR FREE PLANNING GUIDES

Mr. Paul Mangan, National Convention Manager
Sheraton-Park Hotel
Washington, D.C.

Dear Mr. Mangan:

Please send me free Convention Planner's Guide and Sheraton's 1961 facilities brochure. I am also interested in the Sheraton meeting facilities in the cities checked below:

Name.....

Address.....

City.....Zone.....State.....

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE
BINGHAMTON, N. Y.

MIDWEST
CHICAGO
DETROIT
CLEVELAND
CINCINNATI
ST. LOUIS
OMAHA
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa

SOUTH
LOUISVILLE
DALLAS
NEW ORLEANS
MOBILE, Alabama

WEST COAST
SAN FRANCISCO
LOS ANGELES
PASADENA
PORTLAND, Oregon

HAWAII
HONOLULU

CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

OVERSEAS
ISRAEL
TEL AVIV

EXPERIENCED, VERSATILE, INFORMED, SUCCESSFUL...

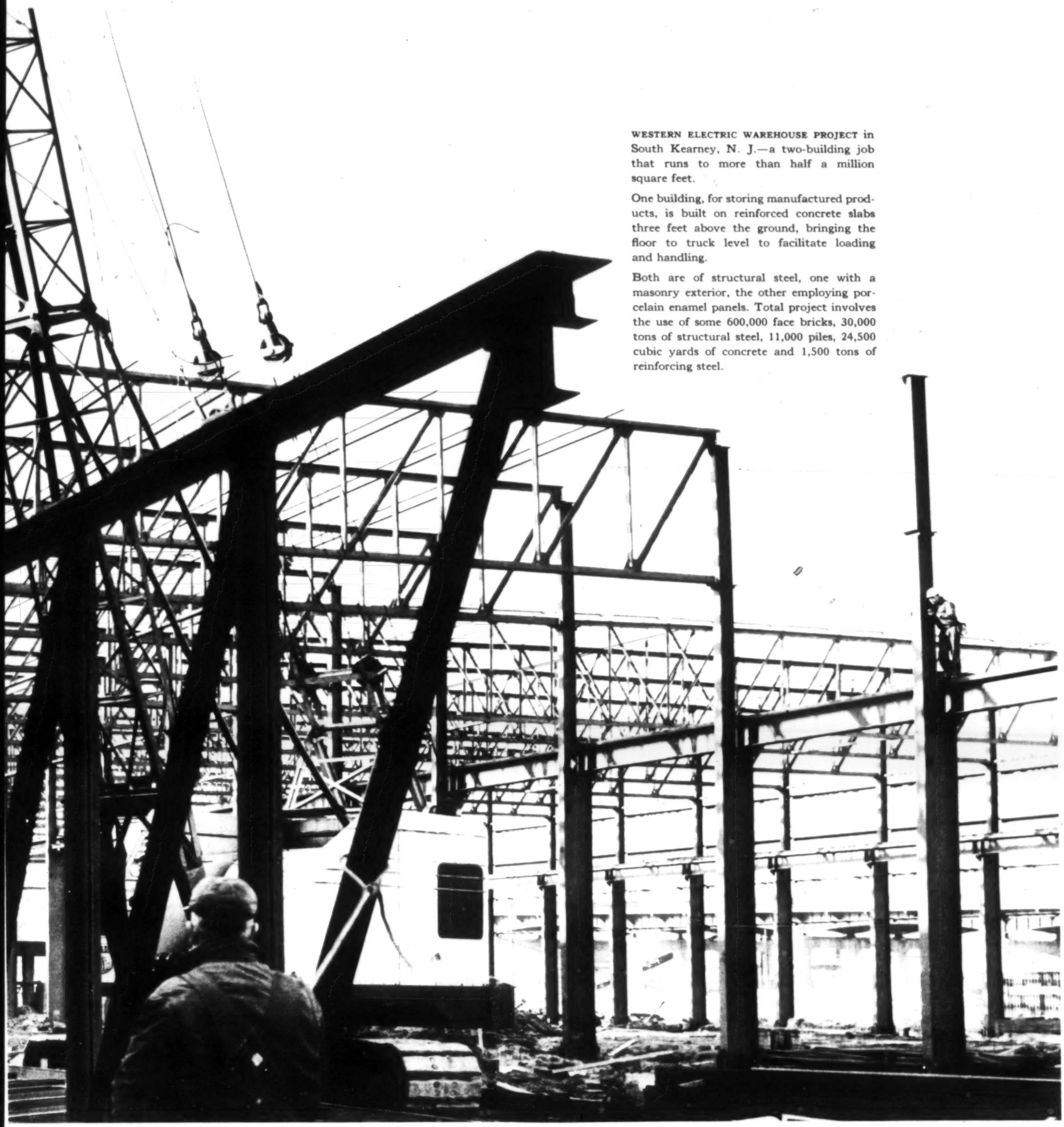
That's Jos. L. Muscarelle, *president of the multi-million-dollar New Jersey integrated construction firm that bears his name.*

* * *

Thirty-five years and several hundreds of millions of dollars worth of construction have given Joe Muscarelle a backlog of experience that includes almost every known type of building project — and carried his firm into the ranks of the nation's 100 largest building contractors.

Joe started out to be a doctor, turned carpenter when his older brother, the family bread-winner, was killed in an accident. He soon found out he was interested in the business of building and within ten years had not only built a good number of buildings but a reputation as a pioneer in concrete construction.

Today, his company works for many of the country's top industrial firms and is active in Canada, as well as the U.S., through a wholly-owned subsidiary, Ross-Meagher, Ltd. Both organizations do a substantial volume of "repeat" business from old clients—a tribute to the quality of their work that gives Joe even more pleasure than landing a new contract from a new client.



WESTERN ELECTRIC WAREHOUSE PROJECT in South Kearney, N. J.—a two-building job that runs to more than half a million square feet.

One building, for storing manufactured products, is built on reinforced concrete slabs three feet above the ground, bringing the floor to truck level to facilitate loading and handling.

Both are of structural steel, one with a masonry exterior, the other employing porcelain enamel panels. Total project involves the use of some 600,000 face bricks, 30,000 tons of structural steel, 11,000 piles, 24,500 cubic yards of concrete and 1,500 tons of reinforcing steel.

Men like Joe Muscarelle—the contractors, engineers, designers and owners who are transforming the face of America with big projects based on big ideas—have to keep abreast of new developments in all phases of construction: engineering, design, financing, erecting. These are the men who turn each week—as part of their jobs—to Engineering News-Record for the latest news and information on the machinery, materials, money and manpower they need in their work. These are the men you must sell. And you reach them when you advertise in Engineering News-Record.

Read weekly by all the men who wear construction's hard hat:

Engineers · Architects
Contractors · Owners

ENGINEERING NEWS-RECORD

McGRAW-HILL PUBLICATION
330 WEST 42ND STREET,
N.Y. 36, N.Y.

Garland-Compton Ltd., London, formerly S. T. Garland Advertising, billed $5,560,086 in 1960, of which $234,095 represented capitalized fees. This compared with $5,475,117 billed in 1959, of which capitalized fees accounted for $251,003. During the year the agency picked up Albright & Wilson and dropped the Burdon sherry account. Billings breakdown: Newspapers 24%, magazines 7%, television 60%, posters 4%, business publications 3%, point of purchase 1% and other media 1%.

The agency was founded as S. T. Garland Advertising Service Ltd. in 1922 by Sidney T. Garland. Last year the agency merged with Compton Advertising, New York, and changed its name to Garland-Compton with the British management continued. It now operates for Compton throughout European and British Commonwealth markets. Under terms of the merger, the chief executive officer of each was appointed to the board of the other. About 30 clients are currently served but it is significant that in three years the agency has developed 34 new product projects with existing clients.

Garland-Compton employs 157 persons. Accounts include Rowntree foods and confectionery, 4711 cosmetics and toiletries, Thomas Hedley's Dreft and Fairy Snow, Ingersoll watches, Sheaffer pens, Bowater paper products, Short Brothers & Harland Ltd., Ministry of Health Polio Immunization campaign, ABC Television Ltd., B.O.A.C. outdoor advertising and Previews Inc., property consultant. The agency expects 1961 volume to rise 15%.

John Haddon & Co., London, billed $5,600,000 in 1960, compared with $5,488,000 in 1959. No breakdown of fees is available. The agency last year lost the Snowcem paint account but picked up Marley Tile Co., New Hygiene Co. and Steiner Products.

Haddon, one of the oldest agencies in England, was founded in 1814 by John Haddon, a master printer. It started its advertising activities in the 1880s and some of its clients, such as Hovis, Allen & Hanburys and Imperial Tobacco Co., date back to the turn of the century. A subsidiary, City Research Services, handles market research assignments. The agency recently moved from the City of London, where it had been since its founding, to completely new premises in the West End where it occupies over 20,000 sq. ft. of office space and employs 165 persons.

The agency is part of the Publivinco international chain of associated agencies. Clients include Alvis Ltd., Edwards, Ringer & Bigg tobaccos, General Acoustics, Port Wine Trade Assn., Portuguese State Office, Ty-Phoo Tea Ltd. It expects 1961 volume to increase 15% over 1960.

Hausman Advertising, London, billed $1,022,000 in 1960, compared with $688,800 in 1959, exclusive of fees. It employs 25 persons and expects 1961 volume to rise 30%. The agency, now three years old, handles medium-size consumer accounts, and has not lost a client so far. Clients include Wakefield Shirt Co., Chiswick Products' Ovenstick, Carreras tobaccos, Cunard Eagle Airways, Sir Henry Lunn Ltd., travel agent, Arthur Murray School of Dancing, Pifco electrical appliances, and Rexco smokeless coal.

Charles W. Hobson, London, billed $3,545,732 in 1960, of which $149,332 represented capitalized fees. This compared with $3,443,664 and $117,264 in 1959. It employs 122 persons and expects 1961 volume to rise 18%. The agency reported that in 1960 it lost no important accounts but picked up Horizon Travel Ltd., Nestle's Royal chocolates and Streamline Travel. It began billing on J & J Colman Ltd. in January, 1961. Billings breakdown: Newspapers 40%, magazines 27%, television 29% and business publications 4%.

Hobson, Bates & Partners, London, billed $10,061,861 in 1960, of which $233,705 represented capitalized fees. This compared with $6,018,611 billed in 1959, of which $119,470 was capitalized fees. The agency reported it lost no important accounts during 1960 but added Kolster Brandes radios, Lewis & Burrows and Nabisco Foods. The agency places 64.4% of its billings in television, 23.6% in newspapers, 6.6% in magazines, 1.6% in posters, 1.0% in business publications, 0.4% in cinema, 0.1% in radio and 2.3% in other media.

The agency commenced operations in September, 1955 as John Hobson & Partners Ltd., and billings expanded rapidly, topping $5,600,000 in 1958. In 1959 a merger was effected with Ted Bates & Co. of New York, which is also strong in television, and rapid expansion has continued. Big in the package goods field, the agency handles Colgate-Palmolive, Mars Spangle candies, Sunfresh soft drinks, House of Seagram, Kavli & Primula cheese and cheese biscuits, and Wills Bristol cigarets. It also handles Scandinavian Airlines System, Black & Decker tools and Bic pens. The agency employs 253 persons, as against 165 last year (a 53% increase) and expects 1961 volume to rise 10.7% over 1960.

A. N. Holden & Co., Birmingham, billed $2,089,774 in 1960, of which $700,000 represented capitalized fees. This compared with $1,727,407 in 1959, of which $560,000 represented capitalized fees. The agency, founded in 1927, opened a London office in 1946 and now employs 54 persons in the two offices. It expects to see 1961 volume about the same as 1960, when it neither lost nor added any major accounts. Clients include Whitbread & Co. brewery, A. Kenrick & Sons, Leeds Permanent Building Society, Barker & Dobson and Desmo Ltd. Billings breakdown: newspapers 45.7%, magazines 5%, television 5%, business publications 33.3%, and the remainder in other media.

Hyde & Partners, London, billed $639,702 in 1960, of which $219,344 represented capitalized fees. This compared with $445,219 billed in 1959, of which $143,046 represented capitalized fees. It dropped Woodhall-Duckham Construction Co. but picked up Hurseal Ltd. in 1960. The agency employs 23 persons and expects to hike 1961 volume by 33⅓%. Billings breakdown: magazines 15%, newspapers 5%, posters 1% and business publications 79%.

The agency was established in 1946 and is essentially an industrial and technical agency. Its accounts cover all facets of British industry, from light and heavy engineering to fuel distribution systems and structural engineering. Some of its more important clients are the Powell Duffryn Group of Companies, the Fenner Group of Companies, Austins of Dewsbury Group and Air Products (Great Britain) Ltd.

Legget, Nicholson & Partners, London, billed $4,776,604 in 1960, of which $71,733 represented capitalized fees. This compared with $4,064,289 in 1959, of which $26,426 represented capitalized fees. The agency reported that it lost no accounts during the year but picked up two brands from Radio & Allied Industries—Sobell and McMichael—and added Meltonian Wren shoe cleaner. Billings breakdown: 70% in print and 30% in television. The agency employs 134 persons and expects 1961 volume to rise 25%.

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>
> Every year the demand for ADVERTISING AGE's annual agency billings issue increases. Because of its value as a permanent reference, AA suggests that each reader file his copy where it can't be lifted. We will gladly fill all the requests we can for additional copies but eventually the supply runs out. So . . . please hold on to it!

Lintas Ltd., London, billed an estimated $11,000,000 in 1960, compared with an estimated $10,000,000 in 1959.

The agency is a house agency for Unilever. Unilever subsidiaries are not obliged to use it, but many do. On the basis of space bookings, the estimated billings for 1960 would appear to be nearer $17,000,000. The difference is explained by the fact that Lintas block books space and time for all Unilever products, whether the advertising is produced by Lintas or by other agencies. In the latter case, Lintas deducts part of the 15% agency commission for its space and time booking activities. Nine other agencies handle Unilever products in Britain.

Lintas has some 470 employes and services such Lever brands as Birds Eye frozen foods; Wall's ice cream, meat and sausages; Surf; Lifebuoy; Puritan; Quix; Rinso, and Sunlight. J. & E. Atkinson Ltd., one of the Unilever subsidiaries, assigned its new product, Declair cleansing lotion, to Lintas during the year. The agency also picked up Kiltie sea foods, Mac Fisheries Ltd., Fiesta liquid cooking fat and Springtime margarine—all from Unilever's overflowing larder.

London Press Exchange, London, billed $44,847,849 in 1960, of which $9,046,842 represented capitalized fees. This compared with a billing of $38,157,048 in 1959, of which capitalized fees accounted for $6,323,246. Accounts lost or resigned by the agency during the year included Remington Electric Shaver Ltd., Remington Rand portable typewriters and Qantas Empire Airways Ltd. However it had a lively new-business year, picking up Beecham's Lucozade, Beecham's ethical drug products, British Aircraft Corp., British European Airways, Cement Marketing's Snowcem paint, County Laboratories' Du Lundi Body Mist deodorant, J. Lyons' Bev and Chico coffee drinks, Raleigh Industries' motorised division and the *Daily Telegraph's* new Sunday newspaper. In addition, the international division of the agency picked up the overseas advertising of Exquisite Form Brassiere (G.B.) Ltd., H. J. Heinz (part), Richard Hudnut toiletries (Wm. R. Warner & Co. Ltd.), Pye Radio and Tissue Papers Ltd.

With the new business, plus expansion of existing accounts, the agency had one of its most successful years since formation of the company in 1893. It wound up the year by landing the Ford Motor Co. Ltd. account, effective next April 1, expected to bill $3,000,000. Billings breakdown: Newspapers 59.89%, television 29.49%, outdoor 5.54%, cinema 4.03%, and radio 1.05%.

There are 15 companies in the LPE group and the agency, one of the largest outside the U. S., claims to offer the most comprehensive advertising and marketing service available in Europe. Its 15 companies employ 1,400 persons (as against 1,300 in 1959) and 1961 volume is expected to increase 10% over 1960.

During the year the LPE international division, Intam Ltd., which already has its own subsidiaries in South Africa and Rhodesia, formed an Italian company, Intam Italiana S.p.A. At home, Market Analysis Ltd. was added to the group and the agency became the first to open a public store as a commercial venture—the LPE Superette, in London's West End. The research division, Research Services Ltd., moved into new London headquarters. Next year the LPE's head office will move from St. Martin's Lane to a building now being built in nearby St. Martin's Place, off Trafalgar Square.

Lonsdale-Hands Organization, London, reported 1960 billings of $16,272,928, of which $7,324,520 represented capitalized fees. The organization incorporates Greenly's Ltd., Richard Lonsdale-Hands Associates, PLAN Marketing & Research, PLAN International, Greenlys Public Relations and Crossley & Co. Billings represent domestic turnover.

The group began in 1950 as the L-O Subsidiary Services with the objective of integrating a marketing and design house with a series of advertising agencies, marketing and research firms and public relation companies within the United Kingdom. In 1960 the group changed its name to Lonsdale-Hands Organization.

It reported losing no important account in 1960 but added Carreras' Craven "A" cigarets, Leisure Kitchen Equipment, Walpamur paints, Alexandre Ltd. (men's tailoring stores) and Aga Heat. Billings breakdown: newspapers 38%, magazines 23%, supplements 1%, television 23%, posters 1%, business publications 4%, cinema 1%, transport advertising 1%, point of purchase 5%, other media 3%. The agency employs 431 persons in six offices, and expects 1961 volume to rise 20%. Accounts include Alitalia, Allied Ironfounders, Carreras Ltd., Bolex cameras and accessories, Charrington's Toby ale and Punch stout, John Collier men's multiple tailors, Australian Food and Wine Boards, Every Ready Co., General Electric Co. Ltd., Idris fruit squashes and table waters, Optrex opthalmic products, Qualcast hand and power lawn mowers, Peter Stuyvesant cigarets, Windsmoor ladies' coats, suits and skirts.

Masius & Fergusson Ltd., London, billed $20,510,202 in 1960, of which capitalized fees accounted for $498,274. Comparable figures for 1959 were $19,648,068 and $812,202.

During the year the agency lost two accounts: Greaves & Thomas and Pasolds Ltd. It added Venesta Foils, Associated Electrical Industries and Courvoisier Ltd. Billings breakdown: Newspapers, magazines, supplements and trade papers 35.17%, television 56.35%, cinema advertising 0.57%, outdoor, posters and transport 0.5% and other media 7.41%.

The agency was first established in 1922 as the London office of Lord & Thomas. The late Leonard (Mike) Masius came to London in 1929 as London Manager and later bought out the Lord & Thomas interest. The agency first began operating as Masius & Fergusson Ltd. in 1943.

J. W. Hackett was elected chairman, succeeding Mr. Masius, who died Jan. 8, 1961. J. G. Wynne-Williams is now managing director.

The business has grown steadily since the war, with a move to a modern building in late 1957 to bring together a staff previously working in four separate buildings. In 1958 Masius & Fergusson G.m.b.H. opened in Hamburg, and during 1960 offices were opened in Frankfurt and Milan. Among present clients which have been with the agency since prewar years are Colgate-Palmolive, Mars and Pet foods.

Other important names on the client roster include Innoxa toiletries, K.L.G. sparkplugs, Bluecol anti-freeze, Mobil Oil Co., Aspro-Nicholas Ltd., Brown & Polson Ltd. and Wills' Capstan cigarets. The agency employs 429 persons and expects 1961 volume to increase 10%.

Mather & Crowther, London, billed $25,200,000 in 1960, including non-capitalized fees, compared with $21,800,000 in 1959.

The agency, founded in 1850, is today one of Britain's largest. It helped found Ogilvy, Benson & Mather of New York, and its managing director, Francis Ogilvy, is a brother of David Ogilvy. During the year it added Daxaids, Player's Digger tobacco, Bachelors creamed rice pudding, and Player's Medium Navy Cut cigarets. The agency is particularly strong in the dairy field, handling advertising for British Egg Marketing Board, National Milk Publicity Council, two regional milk Publicity Councils (Scotland and Northern Ireland), three Milk Marketing Boards (Scottish, Aberdeen & District, and North of Scotland), and the Company of Scottish Cheesemakers Ltd.

Other important clients include Associated Electrical Industries Lamp & Lighting Co., British Electrical Development Assn., British Transport Commission, Trans-Canada Air Lines, National Coal Board, Elders & Fyffes Ltd., Electrical & Musical Industries Sales & Service Ltd., Fisons Ltd., H. P. Sauce Ltd., Jaeger Co., Imperial Chemical Industries Ltd. Fibers Division, International Computers & Tabulators Ltd., Imperial Tobacco Co. (John Player & Sons), James Pascall Ltd., Pressed Steel Co., Ronson Products Ltd., Shell-Mex & B.P. Ltd., Shell International Petroleum Co., Singer Sewing Machine Co., Standard-Triumph International Ltd., Bachelors Foods Ltd., D. & W. Gibbs (UK) Ltd., Pepsodent Ltd., Westminster Bank, and the Zoological Society of London. The agency now employs nearly 600 persons, has associates in 25 overseas countries, and expects 1961 volume to reach $28,000,000 or as high as $30,800,000.

McCann-Erickson Advertising, British subsidiary of McCann-Erickson, New York, billed $13,920,228 in 1960, of which $4.453,372 represented capitalized fees. The agency reported that this represented a 100% gain over 1959, when billings were about $7,000,000. The agency is thus revising downward the $14,000,000 it reported last year for 1959 billings. During the year the agency added Crosse & Blackwell, Brown & Polson, Lister & Co. and United Breweries; it dropped J. Lyons and Vick. Billings breakdown: Newspapers and magazines 36%, television 30%, outdoor 6%, point of sale 3%, radio 1%, and other media 24%. Among other McCann clients here are Esso, Del Monte, Nabisco and Carreras cigarets. The agency has 300 employes (not counting 60 in its research company, Marplan Ltd.) and looks for a 15% volume gain in 1961.

Napper, Stinton & Wolley, London, billed $6,938,960 in 1960, of which $374,360 represented capitalized fees. This compared with an estimated $4,000,000 billed in 1959. The agency lost Bury shoes, Coates gin and Susan Small dresses, but added Bath portable buildings, Easipower Appliances, Felix frozen foods, Churchman "K" cigarets, Jamesons chocolates and Wes-

grow with OKLAHOMA

Inland Island of Opportunity

Despite "uncertainty" in the economy in much of the nation, Oklahoma moved ahead in 1960 and continues to do so in 1961. Just about every available business index confirms this.

Federal tax collections for the past seven months (July '60-Jan. '61) were the highest ever — more than $45 million ahead of the same period of the previous fiscal year. This is solid evidence of greater income, stronger business activity.

Construction announced or already underway in 1961 indicates a record year is in prospect. January saw Oklahoma City's highest total of building permits ever let in a single month. Multi-million dollar projects are underway —new statehouse office buildings, a mammoth water pipeline project that will more than double the Oklahoma City metropolitan water supply to meet its growing needs, an Aero-Medical laboratory for the Federal Aviation Authority, elaborate motels, an apartment house boom . . . these are but a few of the projects causing a flow of construction dollars in Oklahoma.

The aviation industry is giving a big boost to Oklahoma in 1961. A new freight airline is moving to Oklahoma City, bringing a new payroll of $1 million annually. TWA has announced pure jet service to both coasts. The FAA Center announced the hiring of its 3,000th employe early this year, with a new multi-million dollar program of expansion just getting underway.

Capital improvements in Oklahoma City in the year just completed were valued at $216,382,243 — an all time record of expansion for the third straight year.

Other indices show a similar story of uninterrupted growth. Oklahoma City's metropolitan area population is up 30.4% over the 1950 figure to 511,833, and employment is up to an all-time record of 200,000. In comparison with "boom" year 1959, retail sales in 1960 were up 4.3%. Postal receipts were up 7.9%; so were water, gas, and electrical meter and telephone installations.

Savings and loan assets are the highest ever, up 12.3% over 1959. Bank deposits grew 8.7% and resources climbed 6.6% last year. Residential building grew 10.2%. Home ownership in Oklahoma City exceeds 80%. New car sales were leading the 1955 all-time record as 1960 neared its close.

Personal income in the state is at a new high, a record $4.3 billion in 1960.

Retail trade throughout the state is ahead, too, with a record $2.7 billion in 1960. Wholesale sales established a new high in 1960 with $3.1 billion reported. Service sales are up 5.3% to $311.7 million. Retail expansion contributed to the construction total of $847—up 5%.

Agriculture was up 3.7% in 1960—its third highest year on record, bringing $660 million to farmers. Record crops were produced in wheat, barley, grain sorghums, sorghum silage, hay and soybeans.

Industrial expansion and 53 new plants in the Oklahoma City area last year created 4,800 new jobs and will contribute to the economy this year. Another 1,300 new jobs were added through 19 new and expanded projects in governmental service, agriculture and warehousing operations. Southwestern Bell Telephone has announced plans to spend $32 million in Oklahoma this year on facilities.

Oklahoma City and Oklahoma provide growth opportunities for sales-minded advertisers. The circulation of the Oklahoman and Times is growing—up 5,732 combined daily and 5,567 Sunday (A. B. C. Audit for 12 months ending September 30, 1960),—providing daily combined and Sunday circulation greater than any other newspaper in the Southwest.

It's the market delivered that counts! Schedule your advertising in the newspapers that belong on every national advertising schedule.

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Daily Combined 274,965 Sunday 245,812

(A. B. C. Audit for 12 months ending September 30, 1960)

Published by The Oklahoma Publishing Company

Represented by the Katz Agency

trex hearing aids. Billings breakdown: Newspapers 74.6%, television 24.1%, cinema advertising 0.6%, radio 0.5% and transport advertising 0.2%.

Napper, Stinton & Wolley, founded in 1946, is one of Britain's most successful postwar agencies. Prominent names in its 40-strong client roster include: Benger Laboratories (food, ethical and veterinary products), Blundell, Spence (paints), Bovril Ltd. (Jaffajuce and Virol), Courtaulds Ltd. (fabrics), Loxene Medicated Shampoo, Mentholatum and Phillips, Scott & Turner (Coldrex and other products). Overseas the agency has 66 affiliates in 34 countries. It employs 188 persons and expects 1961 volume to rise 20% or 25%.

Nicholls Dorrity Advertising, Birmingham, billed $949,200 in 1960, compared with $817,600 in 1959. The agency reported it lost no major accounts during the year but added Davis Gelatine, Mersey Cable Co. and Sunrod Central Heating Boilers. Billings breakdown: Press 85%, television 14.25%, posters 0.5% and cinema advertising 0.25%. Eric Nicholls and Louis Dorrity, joint managing directors, started the agency in 1949. Billings have trebeled in the past five years. It now employs 29 persons in three offices. The agency, strong in the industrial and appliance fields, expects volume to rise 20% in 1961.

Notley Advertising, London, billed $10,501,400 in 1960, of which $1,499,400 represented capitalized fees. Comparable figures for 1959 were $6,785,856 and $1,045,856. The agency reports it lost no major accounts during the year but picked up Vine Products Ltd. with billings beginning in March. Among the more important names on its client roster are British Nylon Spinners, Canadian Pacific Railway, Tube Investments Ltd., Sanderson Wallpaper and Fabrics, Clarks Shoes, Wolsey Ltd., Crompton Parkinson and KLM Royal Dutch Airlines. Media breakdown: newspapers 35%, magazines 29%, television 15%, posters 5%, business publications 4%, cinema 3%, transport advertising 6%, point-of-purchase 3%. The agency now employs 240 persons and looks for an increase of 2.5% in 1961 volume.

Osborne-Peacock Co., London, billed $10,302,863 in 1960, of which capitalized fees accounted for $121,394. Comparable figures for 1959 were $8,205,204 and $114,856. The agency added Chas. Mackintosh & Co. and Newton Mill Paper Co. last year, and lost Cellular Clothing. Billings breakdown: Newspapers 57.31%, magazines and supplements 57.31%, television 24.73%, posters 4%, business publications 3.43%, point of purchase 1.97%, cinema advertising 0.53%, radio 0.08%, and other media 7.88%.

The agency was established in 1907 and now employs 285 persons in four offices. Its Manchester office is the largest provincial agency in the country. The agency has associate agencies in most Western European countries, South Africa, the U. S. and Canada. It expects 1961 volume to rise 12.5% over 1960. Major clients include Wallpaper Manufacturers Ltd., part of Beecham Group, Macfarlane Lang, Spillers Ltd., Patton & Baldwins knitting wools, Martins Bank, Cussons toiletries and North Western Gas Board.

Allardyce Palmer Ltd., London, billed $4,200,000 in 1960, compared with $3,208,800 in 1959. Last year the agency added Waring & Gillow contract furnishing and lost British Aluminium and Pretty Polly Stockings. Billings breakdown: Newspapers and magazines 61%, television 5%, business publications 31% and outdoor advertising 3%. Accounts include Bisquit Cognac, Seagers Evans, Dennis Commercial Motors, Philco radio and television, Hallmark refrigerators and Britvic wine and fruit juices. The agency employs 130 persons in two offices and expects 1961 volume to be about the same as in 1960.

S. C. Peacock Ltd., London, billed $7,571,290 in 1960, including non-capitalized fees, compared with $6,353,256 in 1959. The agency dropped Vitafoam in December. S. C. Peacock began as a small agency in Liverpool and expanded after the war to London and other provincial centers. Billings were $240,800 in 1948.

The agency now owns Ellis Lloyd Advertising Ltd. of Glasgow, Scotland, and Chapman's Advertising Ltd. of Halifax, England. Major accounts include Halifax Building Society (mutual funds), part of Latham Foods Ltd. (General Mills subsidiary), Red Heart dog food, Crossfields cattle foods, Merseyside & North Wales Electricity Board, Richmond Sausages Ltd., Standard Brands Ltd. (Royal products), Threfalls Brewery, Great Universal Stores Group, Spar (independent grocers chain), and Pifco electric blankets. The agency employs 275 persons in seven offices and expects a 10% increase in 1961 volume.

Alfred Pemberton Ltd., London, billed $8,581,588 in 1960, of which $114,240 represented capitalized fees. This compared with $7,845,121 in 1959, of which $226,240 represented capitalized fees. The agency dropped Carling's lager and Greenwood Laboratories in 1960, both because of company mergers. It picked up Brand & Co. Jenson & Nicholson, Hart & Levy, part of the *Daily Mirror* and part of the *Mirror's* publication chain, Fleetway Publications. Billings breakdown: Newspapers, magazines, supplements and business publications 46.2%, in radio 0.1%, television 36.4%, posters 1%, cinema 0.6%, transport advertising 1.7%, point of purchase 8.3%, and other media 5.7%. Pemberton employs 220 persons and looks for a 10% increase in 1961 volume.

The agency, founded in 1924, has over the years added Business Press Bureau, a public relations subsidiary, and Marketing Trends, a marketing, merchandising, and motivation research subsidiary. The agency has an extensive overseas operation and is currently running 310 campaigns in 54 different markets. Pemberton has trebled its volume since 1954. Accounts include Armour, W. A. Gilbey distillers, Cerebos Ltd., Findlater Mackie Todd & Co. (Dry Fly sherry), Spillers Ltd., Johnson & Johnson, Britvic Ltd., Norway Sild, Vick International, A. & R. Scott Ltd. and Polycell Products. The agency has an interest in Pemberton, Bennett & Milne of Toronto, Montreal and Trinidad.

F. C. Pritchard, Wood & Partners, London, billed $12,536,823 in 1960, of which $1,371,507 represented capitalized fees. This compared with $10,264,114 in 1959, of which $1,037,022 represented capitalized fees. The agency lost Hammonds United Breweries and I.&R. Morley Ltd. in 1960. But it gained T. Wall & Sons meats, Handy Foods Central Electricity Generating Board, Cementation Group and Stanley Works (Great Britain) Ltd.

The agency employs 350 persons on such accounts as Newton Chambers & Co. chemicals and engineering divisions, Sandeman port and sherry, Cadbury's chocolate biscuits and Snack-bars, Imperial Chemical Industries paint and lightning fasteners, J. Bibby & Sons, Simoniz (England) Ltd., British Oxygen Co., Van Den Berghs (Unilever) Summer County Margarine, part of Boots Pure Drug Co., Westclox Ltd., Chance Bros. Ltd., Ford Motor Co. tractors, Rover cars, and the International Wool Secretariat. It expects to see 1961 volume up 28%.

Rex Publicity, London, billed $3,556,000 in 1960, compared with $2,520,000 in 1959. In 1960 it dropped Norman Hartnell perfume, but added W. & O. Marcus Ltd., Pursglove & Wright and Sirela Mfg. Co. Billings breakdown: newspapers 60%, magazines 10%, television 10%, posters 5%, business publications 5%, cinema 2%, transport advertising 5% and point of purchase 3%. Rex looks for a 10% increase in 1961 volume.

The agency, founded in 1921, employs 190 persons in four offices (London, Nottingham, Glasgow and Edinburgh). Subsidiary companies are Art Display Service, handling exhibition, display and point of purchase, and Alexander Howie Associates (Research). Rex is the United Kingdom member of the European Market Assn. (EMA), with affiliated advertising agencies in 29 countries. Clients include Associated British Picture Corp., Anglo American Film Distributors, Red Hackle whisky, Swiss National Tourist Office, and Services Watch Co.

G. S. Royds Ltd., London, billed $11,110,000 in 1960, compared with $11,006,800 in 1959. These figures include the volume of a wholly-owned subsidiary, Royds Overseas Advertising & Marketing, which billed $2,450,000 in 1960 and $2,424,800 in 1959.

During the year the agency dropped Beecham's Lucozade but added Carreras' Guards cigarets, Gossard foundation garments and Thermos Ltd. Billings breakdown: Newspapers and magazines 45%, television 45% and other media 10%. The agency has 356 employes in seven offices (260 of them in London) and looks for a 10% volume gain in 1961.

Since its establishment in 1958, Royds Overseas has made rapid progress. It has opened an office in Italy and it has acquired two agencies in the Far East—Young Advertising & Marketing, with offices in Singapore and Kuala Lumpur, Malaya, and Aiyars, Indian agency with offices in Bombay, Calcutta, Madras and New Delhi. The overseas company services some 160 accounts advertising in 70 countries.

Rumble, Crowther & Nicholas, London, billed an estimated $3,750,000 in 1960, compared with an estimated $3,500,000 in 1959. The agency resigned the Ford Motor Co. Ltd. account in October after 14 years but continued to service it through the end of the year; it moves to London Press Exchange April 1. This business billed about $2,000,000. During the year the agency added Jeyes-Ibco's Trust toilet tissue.

Service Advertising, London, billed $12,229,835 in 1960, of which $674,876 represented capitalized fees. Comparable figures for 1959 were $10,497,522 and $473,959. The agency, founded in 1925, enjoyed a good new-business year in 1960, adding Imperial Aluminium Co., Tyne Tees Television, Trans World Airlines, Automotive Products Ltd. and Chrysler International. Other new accounts, which will start billing this year, are I.&R. Morley, IMPALCO Foils Ltd. and Mathews Paints. The agency is represented overseas by associates in 50 countries. It now employs 200 persons and expects 1961 volume to rise 10%.

Robert Sharp & Partners, London, billed $3,437,481 in 1960, of which $416,088 represented capitalized fees. This compared with $2,294,458 and $57,560 in 1959. The agency reported no important accounts lost during 1960 and added Player's Admiral cigarets, Unilever's Astral soap and Pfizer's Soothe Cream. It placed 33% of its billings in newspapers, 26% in magazines, 35% in television and 6% in posters in 1960. It now employs 67 persons and expects 1961 volume to rise 25%.

The agency has made considerable progress since its formation in 1954 when it started operations with the Viyella account, which is handled in the U.S. by Ogilvy, Benson & Mather. It quickly became known as a creative agency and more recently acquired a reputation for the marketing of packaged goods. Other important names on its client roster include Truman's beer, Player's No. 3 cigarets, Spratts' pet foods, Goya cosmetics and toiletries, Callard & Bowser confectionery and the Save-and-Prosper investment group.

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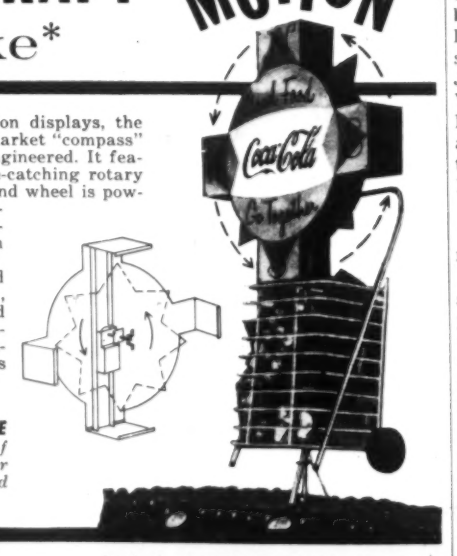

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Sales offices in these principal cities: Chicago, Philadelphia, Minneapolis, New York, Toronto (Ontario), San Francisco (Erlach Lee Co.)

THE SAN DIEGO UNION AND EVENING TRIBUNE

Smiths Advertising Agency, London, billed $3,500,000 in 1960, of which $280,000 represented capitalized fees. Comparable figures for 1959 were $4,278,800 and $72,800. Last year the agency added London County Council, Rockware Glass, SAGA Scandinavian Mink Assn., Polycell decorating paste and British Quality County Bacon. It lost J. A. Davis. Billings breakdown: Newspapers, magazines, supplements and business publications 78%, television 21%, posters and transport advertising 1%.

The agency was founded in 1878 but has shown considerable growth in recent years. In six years its billings have increased two-and-one-half times. Smiths' top five accounts are in the $300,000 to $600,000 bracket, so no one client dominates the agency. Major accounts include Anglo Swiss Ltd. (Knorr white sauce, Knorr cubes); Ardente hearing aids; Associated Products cosmetics and toiletries; B.B.C. Publications; Chivers preserves and jellies; Holland & Holland sporting guns; Midland Bank; Parfums Caron, Knox Laboratories. The agency has about 50 overseas affiliates, employs 110 persons and expects 1961 volume to rise 15%.

Spottiswoode Advertising, London, billed $4,779,600 in 1960, of which $355,600 represented capitalized fees. This compared with $4,436,849 in 1959, of which $245,347 represented capitalized fees. The agency reported no major account losses in 1960 but picked up Pet Nutrition and Morlands Ltd. Billings breakdown: Newspapers 64.5%, radio 0.5%, television 31.8%, posters 0.7%, cinema 0.9% and other media 1.6%.

Spottiswoode now employs 120 people in offices which occupy six floors of a modern building near Marble Arch. It expects 1961 billings to rise 5%. The agency has shown particular attention to the development of television and at the Advertising Film Festival in Cannes, 1959, won three prizes. Clients include Brooke Bond Tea, P & O Orient Lines, Batchelors Foods (part), International Chemical Co., Dorothy Gray Ltd., Vitamins Ltd. and Morphy-Richards electrical appliances. The agency is a subsidiary of S. H. Benson Ltd.

TGA Co., London, billed $3,273,200 in its fiscal year ending June 1960, of which $518,000 represented capitalized fees. This compared with $2,217,600, of which $411,600 represented capitalized fees, in the previous year. It added Lambert & Butler, British Oxygen Engineering and Chloride-Exide Group and dropped Holland Hannen and Cubitts Ltd. in 1960. Billings breakdown: newspapers 35%, magazines 9%, supplements 1%, television 7%, posters 2%, trade and professional publications 33%, cinema 1%, point of purchase 2% and other media 10%.

The company was developed from an old, established agency, Technical & General Advertising, founded in 1918. It was completely reorganized and its name changed in 1949, and in the past ten years it has quintupled its turnover and staff. It employs 105 persons and expects 1961 volume to rise 18%. Clients include Associated Electrical Industries, Bakelite Ltd., British Aircraft Corporation and Vickers Ltd.

J. Walter Thompson Co. Ltd., London, subsidiary of J. Walter Thompson Co., New York, billed $42,560,000 in 1960, compared with $38,080,000 in 1959. Fees have not been capitalized.

This is the oldest and largest of J. Walter Thompson's international offices. In terms of commissionable advertising placed entirely within Britain, JWT is believed to be the largest agency in the country.

During 1960 JWT dropped one of its oldest clients, Brand & Co., as well as Aquascutum. But it added Findus frozen foods, Mead Johnson's Metrecal, Fray Bentos, Vick, Alcan (U. K.) Ltd. and Burberry rainwear. Among the prominent names on its client roster are Unilever, Kraft, Kellogg, English Electric, Steel Co. of Wales, Beecham Group, Campbell Soup and Courtauld. It owns British Market Research Bureau, established in 1933 and now the largest market research organization in Britain. The agency employs 820 persons in London, plus some 200

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NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

Two metropolitan dailies — *The San Diego Union* and *Evening Tribune* — dominate the San Diego sales picture. And sales are soaring. San Diego County is among the nation's top 20 in total net effective buying income, food store sales, automotive sales, and other important sales categories.* In the 1960 Census, San Diego County was the country's 16th largest, and the city placed 18th.

The San Diego Union and *Evening Tribune* have a combined daily circulation exceeding 200,000 (227,678 ABC 3/31/60). A Facts Consolidated survey shows family readership of 86.9% (evening & Sunday combination).

The San Diego Union | EVENING TRIBUNE

COPLEY NEWSPAPERS: 15 Hometown Daily Newspapers covering San Diego California — Greater Los Angeles — Springfield, Illinois – and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.
(Nelson Roberts & Associates)

* 1960 Sales Management Survey of Buying Power

"The Ring of Truth"

Copley Newspapers

in British Market Research Bureau.

Cecil Turner Ltd., London, billed $616,000 in 1960, its first year of business. The agency was established Feb. 1, 1960, and already has an impressive client list which includes Lombard Banking, Tokalon Ltd., Tricity Finance Corp., Chase Laboratories, Yugoslav National Tourist Office, Brazilian Government Trade Bureau, Icelandair, Tradair Ltd., James Hawker & Sons Ltd. (Pedlar Sloe gin and Mayflower sherry), Gibbs, Mew Ltd. (Blue Keg beer), Elmo Supermarkets, Flying Bird Danish cream and Butcher & Hopper Ltd. Billings breakdown: Newspapers 79%, magazines 11%, supplements 1%, radio 0.2%, television 1.5%, posters 0.2%, business publications 6.5%, cinema advertising 0.4%, transit advertising 0.1%, and point of purchase 0.1%. Turner employs 31 persons and sees a 100% increase in 1961 volume.

C. Vernon & Sons, London, billed $5,992,000 in 1960, compared with $5,000,000 in 1959. The agency added Pall Mall cigarets during the year. Other names on its client roster include British Broadcasting Corp., J. & J. Colman Ltd., Cunard Steam Ship Co., French Government, Post Office Telephones and Telex, Kelvinator Ltd., J. Lyons & Co., Renault Ltd., Rover Co. Ltd. and Warner & Sons Ltd.

Billings breakdown: press 60%, television 28%, all other media 12%. The agency expects 1961 volume to increase 25% over 1960.

Young & Rubicam Ltd., London, British subsidiary of Young & Rubicam, New York, billed an estimated $19,000,000 in 1960, compared with an estimated $16,000,000 (revised) in 1959. Established in Britain in 1944, the agency is now one of the largest in the country. Among its major clients are Thos. Hedley (British subsidiary of Procter & Gamble), Alfred Bird & Sons (British subsidiary of General Foods), Hotpoint and H. J. Heinz. During the year it added a new product from Gibbs, Clinic shampoo, a new Birds product, Top-C breakfast orange drink and Mansion polishes. J. P. Wilkerson came to London from New York in the middle of the year to assume the top post of managing director. He succeeded A. O. Buckingham, head of this office since 1953, who returned to New York. The agency has 340 employes in one office.

141 Foreign Agencies Report Billings

Ad Business Abroad Growing Rapidly as Conditions Improve

NEW YORK, Feb. 21—Agencies based outside the U.S., Canada and Britain enjoyed a banner year in 1960.

The international expansion of U.S. agencies becomes readily understandable when viewed against this background.

It is a simple matter of observation to see that the agency business abroad is leaping ahead with great bounds, a reflection of improving economic conditions.

This is the third year that ADVERTISING AGE is reporting on the billings of overseas agencies—and this year's report is more comprehensive than the two previous ones.

■ Presented below are reports on 141 agencies in 31 countries. British agencies are considered separately, in another section in this issue.

Last year, AA carried reports on 79 agencies in 21 countries—plus 42 from Britain. This year's British section covers 56 agencies.

In addition, there is a separate report in this issue on three Puerto Rican agencies.

Volumes of individual agencies varied from a low of $60,000, reported by Publicidad Huerta of Ecuador, to a high of $148,582,000, reported by the giant Japanese shop, Dentsu Advertising.

■ Dentsu, which pushed up its volume another 20%, thus easily retains its No. 1 ranking among agencies outside the U.S. As a matter of fact, Dentsu's volume is three times the volume of any other non-U.S. agency.

Of the 141 agencies whose volumes are reported below, 32 are from Germany, which is the leading advertising country in the world after the U.S., Canada and Britain.

In Germany, AA has estimated the billings of a number of leading agencies in an effort to make this report as complete as possible. Presented below are billings reports on all the members of the Gesellschaft Werbeagenturen (GWA) and the Arbeitsgemeinschaft Werbeagenturen und Marketingberatung (AWM), the two leading associations in Germany.

■ The billings of several Brazilian agencies have also been estimated.

The phrase, "estimated," is therefore used before some figures from these two countries. In all cases, however, these estimates are based on careful investigation. In the case of Brazil, AA has relied heavily on the figures reported by the business publication, *Publicidade & Negocios*.

■ In four countries—Argentina, Brazil, Germany and Japan—agencies made great leaps forward in 1960.

In Argentina, the four agencies reporting to AA made gains ranging from 40% up to nearly 200%. The largest volume reported from this country was Pueyrredon Propaganda's $4,575,000, up from $2,510,000 billed in 1959.

In Brazil, agencies also moved ahead at a rapid clip. P. A. Nascimento-Acar Propaganda nearly doubled its volume, reporting $1,170,000 for 1960, as did Denison Propaganda, which reported $1,300,000. J. Walter Thompson Co. shot up from $5,000,000 to $6,000,000, and McCann-Erickson, the volume leader in Brazil, registered a sharp gain in posting a record high of $9,000,000.

■ In Germany, where McCann is again the leader with billings of $22,000,000, the gains also were heavy. J. Walter Thompson had a tremendous year, moving from $10,000,000 to $14,500,000. Troost rose from $7,740,000 to $9,000,000. Werbe-Gramm increased its volume from $6,350,000 to $7,950,000. And Werbe-Liebald reported a 50% increase to a total of $5,000,000. Germany now has four agencies billing in excess of $10,000,000.

In Japan, the gain scored by Dentsu was equalled or bettered by other shops. Hakuhodo moved from $23,340,000 to $30,000,000. Man-Nen-Sha, an Osaka-based agency, moved from $14,000,000 to $19,600,000. And Falcon was also up nearly 50% to pass the $1,000,000 mark.

■ Returns from Castro's Cuba declined sharply this year. Only one Havana agency, Publicidad Arregui, filed a report, noting that it can make no predictions about 1961 because "we haven't an idea about the future at this moment."

Two important points about these foreign reports again should be underscored:

1. The dollar figures used are based on free rates of exchange. In some cases, this results in considerably lower figures than conversion at the official and less realistic rates.

2. Billings of individual agencies should be regarded *in their national contexts*, not in comparison with figures of U.S. agencies. Agencies billing less than $1,000,000 may still rank among the leaders in their respective countries.

The following are the reports on each of the agencies, by country and in alphabetical order:

Hold On to It!

Every year the demand for ADVERTISING AGE's annual agency billings issue increases. Because of its value as a permanent reference, AA suggests that each reader file his copy where it can't be lifted. We will gladly fill all the requests we can for additional copies but eventually the supply runs out. So . . . please hold on to it!

ARGENTINA

Berg, Henderson & Co., Buenos Aires, billed $2,025,000 in 1960, nearly triple the $738,750 billed in 1959. The agency added Philips, Liebig and Falcon Calvo Tobacco Mfg. Co.; no accounts were dropped. Billings breakdown: Newspapers 29%, magazines 6%, radio 19%, television 6%, outdoor 16%, farm publications 1%, point of sale 7%, exhibitions 4% and direct mail 12%. The agency has 85 employes in two offices and looks for a 25% volume gain in 1961.

International Advertising Service, Buenos Aires, billed $1,625,000 in 1960, of which $125,000 represented capitalized fees. Comparable figures for 1959 were $900,000 and $25,000. The agency added the $40,000 Peugeot account during the year while dropping Moore-McCormack, which billed about $2,500. Billings breakdown: Newspapers 25%, magazines 25%, radio 15%, television 15%, outdoor 5%, point of sale 5% and cinema advertising 10%. The agency has 70 employes and looks for a 50% volume increase in 1961.

Pueyrredon Propaganda, Buenos Aires, billed $4,575,000 in 1960, of which $82,000 represented capitalized fees. Comparable figures for 1959 were $2,510,000 and $655,000. Contributing to this sensational rise were four new accounts added during the year—Armour, Bosch Motors, Nestle and Evans, Thornton & Co.; no important accounts were dropped. Billings breakdown: Newspapers 27%, magazines 17%, supplements 3%, radio 15%, television 16%, outdoor 9%, business publications 2%, farm publications 3%, transit advertising 1%, point of sale 5% and other media 2%. The agency, founded in 1939 by Ricardo H. Pueyrredon, who still heads the company, has 89 employes in two offices and looks for a 30% volume gain in 1961.

Yuste Publicidad, Buenos Aires, billed $1,765,000 in 1960, of which $15,000 represented capitalized fees. In 1959, the agency billed $1,250,000, with no fee business. During the year the agency added CBS Columbia, Eduardo N. Gonzales, Canal 9 Cadete S. A., Hilos Cadena, Citroen cars, Empresa Edit. Haynes and Crush S. A.; it dropped Ciba and Philips. Newspapers and magazines took 45% of billings, television 20%, radio 14%, outdoor 7%, cinema advertising 4% and other media 10%. The agency has 95 employes in two offices and looks for a 30% volume gain in 1961.

AUSTRALIA

John Clemenger Pty. Ltd., Melbourne, billed $2,250,000 in 1960, compared with $2,000,000 in 1959. The agency added Carrier air conditioners and Ronson shavers during the year; it dropped Westinghouse. Newspapers took 60% of billings, television 20%, radio 12%, magazines 5% and point of sale 3%. The agency has 73 employes in two offices and looks for a 20% volume gain in 1961.

Rodney H. Evans Advertising, Sydney, billed $2,076,887 in 1960, of which $520,000 represented capitalized fees. Comparable figures for 1959 were $1,789,590 and $513,590. During the year the agency added Boots Pure Drug Co., Chandlers and Contoure; no accounts were lost. Billings breakdown: Newspapers 43%, magazines 11%, radio 9%, television 9%, outdoor 2%, farm publications 2% and mechanical production (including point of sale) 19%. The agency has 73 employes in three offices and looks for an 8% volume gain in 1961.

Fortune (Aust.) Pty. Ltd., Sydney, billed $3,000,000 in 1960, compared with $2,500,000 in 1959. The agency added Matson Lines, Renault and Australian Fixed Trusts Ltd. during the year; it dropped Ansett-ANA (Australian National Airline). Newspapers took 67% of billings, television 10%, radio 10%, magazines 5%, outdoor 3%, business publications 1%, farm publications 1%, point of sale 1% and transit advertising 2%. The agency has 122 employes in six offices and looks for a 16% volume gain in 1961.

Berry Currie Hawkins Pty. Ltd., Sydney, billed an estimated $4,000,000 in 1960. The agency represents the July, 1960, merger of the Hugh Berry Co. with Hawkins Advertising. In 1959, Hugh Berry reported billings of $925,000. The agency reported that at the end of 1960 it was billing at the rate of $4,850,000. During the year the agency added Schick Inc. and Singer Sewing Machine Co.; no accounts were dropped. Among its other clients are Kodak, British-American Tobacco, Revlon, Warner-Lambert and Polaroid. Newspapers took 73% of billings, magazines 2%, radio 7%, television 17% and outdoor 1%. The agency has 152 employes in five offices and looks for a 20% volume gain in 1961.

Noel Paton-Warwick Advertising Services, Melbourne and Sydney, billed $2,585,000 in 1960, compared with $2,250,000 in 1959. The agency had a good new business year, adding 19 accounts, among them Avis rental cars, Maybelline, Ivanhoe fish pastes, Fonzel shirts, Campbell & Heeps venetian blinds, Lightburn washing machines, United Electronics and Zebra Motor Inns. It dropped six accounts, among them Jaeger, TAA (Trans Australian Airline) and Plastalon rainwear. The agency, which now services 58 clients, employs 75 persons in two offices.

George Patterson Pty. Ltd., Sydney, billed $11,250,000 in 1960, up sharply from the $9,000,000 billed in 1959. These figures do not include fees. The agency, largest in Australia, added five new accounts during the year—Federated Pharmaceutical Service Guild, Clifford Love & Co. (cereal processors), Lindeman Wines, Castlemaine Woollen Co. and Wiltshire File Co. Billings went into five media: Newspapers 52.62%, radio 12.94%, television 23.01%, outdoor 1.39% and point of sale 10.04%. The agency has 391 employes in four offices and expects a 20% increase in volume in 1961.

AUSTRIA

Hager Gesellschaft, Vienna, billed $1,850,000 in 1960, compared with $1,477,000 in 1959. The agency, one of Austria's largest, added Hoover, American Machine & Foundry and Panteen during the year; it reported no account losses. Newspapers took 50% of billings. The agency has 35 employes and looks for a 25% volume gain in 1961.

Heinz J. Scheichelbauer Werbeagentur, Vienna, billed $510,000 in 1960, of which $60,000 represented capitalized fees. Comparable figures for 1959 were $425,000 and $25,000. During the year the agency added Air France, Minneapolis-Honeywell and United States Lines. It dropped Farberwerke Hoechst's Trevira synthetic fiber. Billings breakdown: Newspapers 38%, magazines 10%, radio 15%, television 16%, outdoor 3%, business publications 7%, farm publications 1%, point of sale 5% and other media 5%. The agency has eight employes and sees 1961 about the same as 1960.

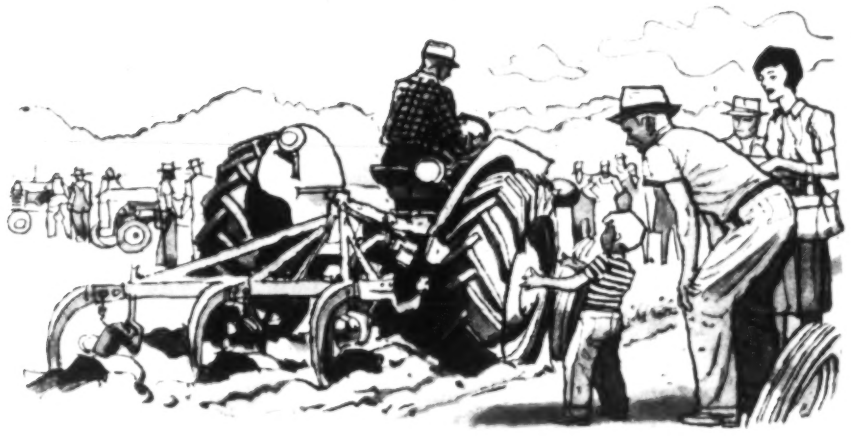
Internationale Werbegesellschaft, Vienna, billed $1,250,000 in 1960, of which $250,000 represented capitalized fees. Comparable figures for 1959 were $900,000 and $200,000. The agency added Porsche cars, Terylene fibers and REI's N.S. detergent during the year; no accounts were dropped. Newspapers and magazines took 45% of billings, radio 20%, outdoor 20%, television 5% and other media 10%. The agency has 48 employes and looks for a 10% volume gain in 1961.

BELGIUM

Bodden & Dechy, Brussels, billed $2,105,000 in 1960, compared with $1,905,000 in 1959. The agency had a good new business year, adding Frigidaire from General Motors, Shulton's Old Spice line, Junghans watches and clocks, Cinzano and the Hoover floorwasher; no accounts were lost. Billings breakdown: Newspapers 48%, magazines 14%, business publications 29%, outdoor 2%, point of sale 2% and cinema 5%. The agency reported 224 employes and looks for a 10% gain in billings in 1961.

Dorland, Brussels, billed $940,000 in 1960, of which $125,000 represented capitalized fees. Comparable figures for 1959 were $820,000 and $113,000. The agency, an affiliate of Benton & Bowles, New York, services Procter & Gamble and General Motors. During the year it added Bonux (P&G's premium-in-the-pack detergent), Maire Thumas canned foods (leading seller in its field) and the Felisol color fastness label promotion. It also introduced the Corvair for GM in Belgium and the Netherlands. Magazines took 49% of billings, newspapers 34% and other media (point of sale, radio, etc.) 17%. The agency has 35 employes and looks for a 10% volume gain in 1961.

Publicite Marechal, Brussels, billed $420,000 in 1960, compared with $390,000 in 1959. The agency added Amstel beer and Globus fish preserves and canned foods during the year; it dropped Liebig soups. Billings breakdown: News-



Ego involvement? Heck, yes!

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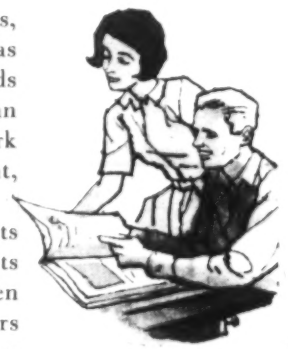
And if you are a quantity producer of corn, wheat, soybeans, beef, pork or milk, SUCCESSFUL FARMING comes close to being your bible. You need it to get the most out of every acre, every cubic foot of building, every hour of daylight, every dollar of investment. You need it to plan your production, to gauge your markets. You don't just read it; you study it, file it and refer to it again. Because it means success in your business, money in the bank!

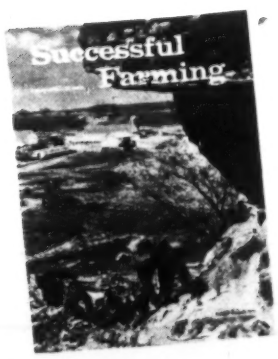


Your wife is involved in your business, finds this magazine as of much interest as you do. And since her homemaking needs and problems are not those of the urban woman, she finds in SF aids to her work programs, planning, meals, entertainment, home furnishings and decoration.

The medium that means more to its audience means more to its advertisers, gets better reception and response. SF has been meaning more to the country's best farmers for fifty-eight years. And its subscribers are one of today's best class markets, with cash farm incomes about 70% above the national farm average.

If you want your advertising to sell something, put it in SUCCESSFUL FARMING.

And ask any SF office about the selling opportunities in our twelve new State and Regional Editions.



SUCCESSFUL FARMING . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

papers 35%, magazines 28%, radio 9%, outdoor 3%, business publications 2%, farm publications 1%, point of sale 12% and sales promotion 10%. The agency has 16 employes and looks for a 20% volume gain in 1961.

Publicontrol, Brussels, billed $2,500,000 in 1960, compared with $2,160,000 in 1959. The agency added BP oil, Ideal Standard and part of Eternit; no accounts were dropped. Billings breakdown: Newspapers 36%, magazines 46%, radio 2%, cinema advertising 3%, outdoor 2%, point of sale 2% and printed matter 9%. The agency has 80 employes in two offices and looks for a 25% volume increase in 1961.

BRAZIL

Agencia Eureka de Publicidad, Sao Paulo, billed $240,000 in 1960, compared with $180,000 in 1959. The agency added three accounts during the year—H. S. Caiuby Construtora, Industria de Bebidas Milani and Associacao dos Produtores Degarrafas Termicas. Newspapers took 52% of billings, magazines 16%, radio 17%, television 12% and outdoor 3%. The agency has 14 employes and looks for a 24% volume gain in 1961.

All Brazil Publicidade, Rio de Janeiro, billed $92,000 in 1960, of which $5,000 represented capitalized fees. Comparable figures for 1959 were $66,000 and $3,000. The agency made no report on accounts gained or lost. Newspapers took 70% of billings, magazines 5%, radio 2%, outdoor 4%, business publications 2%, farm publications 5%, television 5% and other media 7%. The agency has 10 employes and looks for a 50% volume gain in 1961.

Denison Propaganda, Rio de Janeiro, billed $1,300,000 in 1960, compared with $770,000 in 1959. The agency had a good new business year, adding Exposicao Modas department store chain), Bardahl oils and additives, Decasa (appliance store chain), Antonio Elias textile mills and the Brazilian subsidiary of Farbwerke Hoechst German chemical giant). Billings breakdown: Newspapers 31%, magazines 24%, radio 9%, television 15%, outdoor 6%, business publications 4%, point of sale 6%, and other media 5%. The agency has 72 employes in two offices and predicts another 68% volume gain for 1961.

Empresa de Propaganda Publitec, Sao Paulo, billed an estimated $1,800,000 in 1960. The agency services Pirelli and Argentine Airlines, among others. It has two offices.

Inter-Americana de Publicidade, Rio de Janeiro, billed an estimated $2,000,000 in 1960. Founded in 1938, the agency is headed by Armando d'Almeida. Among the names on its client roster are Gillette, Minneapolis-Honeywell, Moore-McCormack, Goodrich, Worthington and Siemens. The agency has two offices.

McCann-Erickson, Sao Paulo, subsidiary of McCann-Erickson, New York, billed an estimated $9,000,000 in 1960, compared with an estimated $7,200,000 in 1959. These totals include the billings of another McCann-owned agency in Brazil, Multi-Propaganda, organized in 1957. Both McCann-Erickson and Multi-Propaganda rank among the top 10 agencies in the country. McCann-Erickson is the nation's leading agency with billings in excess of $6,000,000. Among the McCann clients are General Motors, Esso, Coca-Cola, Vick, Standard Electric, Goodyear, Anderson Clayton, Cinzano and Squibb. Emil Farhat, novelist and Brazil's "Adman of the Year" in 1960, heads operations. Multi-Propaganda, headed by David Monteiro, services Gessy, Quaker Oats, Caterpillar Tractor and Hoover, among others. Multi-Propaganda will be turned over this year to the British agency, Pritchard, Wood & Partners, newly-acquired subsidiary of Interpublic Inc., parent company of McCann-Erickson. There are 290 employes in the five McCann-Erickson and two Multi-Propaganda offices.

J. M. M. Publicidade, Rio de Janeiro, billed $1,015,000 in 1960, compared with $897,000 in 1959. The agency added three accounts during the year—Instituto de Resseguros de Brasil, Instituto Nacional de Mate and Cominci. It dropped the domestic (while retaining the international) end of Real Air Lines. Billings breakdown: Newspapers 38%, magazines 30%, radio 8%, television 13%, outdoor 5%, business publications 1%, point of sale 4% and other media 1%. The agency has 48 employes in three offices and looks for a 10% volume gain in 1961.

E. P. Luna Publicidade, Rio de Janeiro, billed $250,000 in 1960, compared with $180,000 in 1959. During the year the agency added three accounts—management center of Brazil (affiliated with the American Management Assn.), Empresa Jôurnalistica (association of Brazilian technical editors) and Ceramica Brasilera (largest Brazilian ceramics producer). No accounts were dropped. Newspapers took 60% of billings, magazines 20%, radio 5%, television 5% and other media 10%. The agency has 22 employes in two offices and looks for a 30% volume gain in 1961.

P. A. Nascimento-Acar Propaganda, Sao Paulo, billed $1,170,000 in 1960, compared with $620,000 in 1959. During the year the agency added Mercedes-Benz, Mobil Oil and Bendix appliances; it dropped Willys-Overland. Billings breakdown: Newspapers 15%, magazines 25%, radio 20%, television 12%, outdoor 10%, business publications 2%, farm publications 3%, point of sale 8%, and other media 5%. The agency has 68 employes in three offices and looks for about a 30% volume increase in 1961.

Norton Publicidad, Sao Paulo, billed an estimated $3,300,000 in 1960, compared with $2,500,000 in 1959. The agency, founded in 1946, is headed by Dr. Geraldo Alonso. In 1960, it got its first full year's billing on General Electric appliances, Nestle chocolate and candy and Magitex weaving machines. Print media, primarily newspapers, get two-thirds of the agency's billings. There are some 250 employes in four offices.

Standard Propaganda, Rio de Janeiro, billed an estimated $4,000,000 in 1960, compared with $3,750,000 in 1959. Headed by Cicero Leuenroth, one of the most well known advertising men in Latin America, the agency services a number of leading advertisers, among them Remington Rand, Shell, International Harvester, Air France, Varig Airlines, General Foods, Miles Laboratories, Parker Pen, Boeing and Timken. There are some 250 employes in five offices.

J. Walter Thompson Co., Sao Paulo, subsidiary of J. Walter Thompson Co., New York, billed an estimated $6,000,000 in 1960, compared with an estimated $5,000,000 in 1959. The agency, established in Brazil for more than 30 years, services a long list of accounts, among them Ford, Standard Brands, Chesebrough-Pond's, Burroughs, Champion Spark Plug, Lever, Johnson & Johnson, Martini & Rossi, Du Pont, Kodak, Pan American, Beecham and Atlantic Refining. Robert F. Merrick has headed the agency since 1939. There are some 300 employes in four offices.

CHILE

Publicidad Velox, Santiago, billed $186,400 in 1960, compared with $149,100 in 1959. The agency added Miraflores, Gulf Oil and Marfil tea during the year; no accounts were lost. Billings breakdown: Newspapers 14%, magazines 1%, radio 28%, outdoor 3%, point of sale 25% and other media 29%. The agency has eight employes and looks for a 15% volume gain in 1961.

COSTA RICA

Alberto H. Garnier Ltda., San Jose, billed $355,000 in 1960, of which $25,000 represented capitalized fees. Comparable figures for 1959 were $330,000 and $15,000. The agency added three accounts during the year: Banco Anglo Costarricense, Fabrica de Calzado El Progreso and Industrias Punto Roja. It dropped Nestle. Billings breakdown: Newspapers 43%, radio 38%, magazines 5%, television 5%, outdoor 4%, point of sale 2%, transit advertising 1% and other media 2%. The agency has 22 employes and looks for a 10% volume gain in 1961.

Tucson's STAR AND CITIZEN

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Blanketing the Southern Arizona Market with believability and influence unequalled by any other medium.

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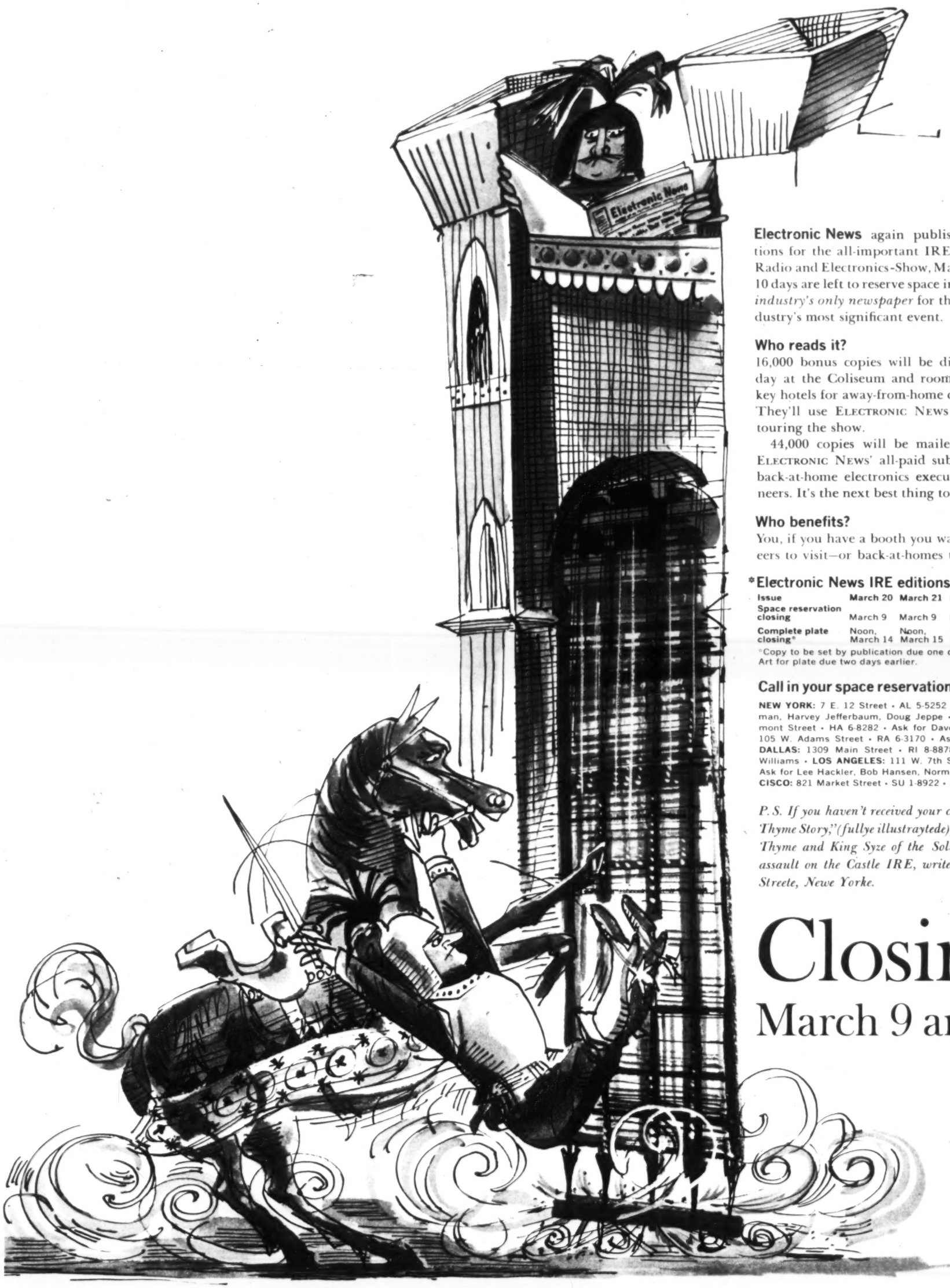

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*Electronic News IRE editions close soon

Issue	March 20	March 21	March 22	March 23
Space reservation closing	March 9	March 9	March 10	March 10
Complete plate closing*	Noon, March 14	Noon, March 15	Noon, March 16	Noon, March 17

*Copy to be set by publication due one day earlier. Art for plate due two days earlier.

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March 9 and 10

CUBA

Publicidad Arregui, Havana, billed $796,450 in 1960, compared with $887,920 in 1959. No major accounts were gained or lost. Radio took 36% of billings, television 28%, outdoor 14%, newspapers 9%, magazines 8%, and transit advertising 5%. The agency has 20 employes and reports that it can't make any predictions about 1961 because "we haven't an idea about the future at this moment."

DENMARK

Bergenholz & Arnesen, Copenhagen, billed $1,350,000 in 1960, compared with $1,275,000 in 1959. The agency added two accounts during the year: Atlas A/S of Copenhagen and Gardisette-Werk of Emsdetten, Germany; no account losses were reported. Newspapers took 65% of billings, magazines 17%, business publications 5%, radio 1% and district papers 12%. The agency reported 75 employes and predicted a volume gain of 6% for 1961.

D. E. A. Reklamebureau for Danske Erhverv, Copenhagen, billed $691,666 in 1960, compared with $583,153 in 1959. The agency, a member of the CAMA network, made no report on accounts gained or lost. Newspapers took 47% of billings, magazines 34%, radio 1%, business publications 9%, farm publications 1% and other media 8%. The agency has 35 employes and looks for a 15% volume gain in 1961.

Ulrichs Reklamebureau, Copenhagen, billed $600,000 in 1960, compared with $500,000 in 1959. During the year the agency added the Ames Co. and Japan Airlines. Newspapers took 50% of billings, magazines 25%, supplements 5%, outdoor 5%, business publications 5%, point of sale 5%, radio 1% and other media 4%. The agency has 26 employes and looks for a 20% volume gain in 1961.

FINLAND

Oy Liikemainonta, Helsinki, billed $1,600,000 in 1960, compared with $1,250,000 in 1959. During the year the agency added Aspro Nicholas Ltd. and the California Prune Advisory Board. No accounts were lost. Billings breakdown: Newspapers 54%, magazines 23%, television 5%, point of sale 2%, and other media (including cinema and printed materials) 16%. The agency has 67 employes and looks for a 15% volume gain in 1961.

Oy Liikemainonta, Helsinki, Helsinki, billed an estimated $3,200,000 in 1960, compared with $2,850,000 in 1959. The agency added Gillette Industries and SKF Ab during the year. No accounts were dropped. Billings breakdown: Newspapers 43%, magazines 32%, television 4%, outdoor and transportation advertising 2%, cinema advertising 2%, printed materials 11% and other media 6%. The agency has 140 employes in two offices and looks for a 10% gain this year.

Oy Seitsenmainos, Helsinki, billed $900,000 in 1960, of which $280,000 represented capitalized fees. Comparable figures for 1959 were $600,000 and $175,000. During the year the agency added Telefunken and Dr. Scholl. It dropped Linde and Constructa. Newspapers took 60% of billings, magazines 25%, television 7%, outdoor 5%, and point of sale 3%. The agency has 34 employes and looks for a 25% gain in 1961.

Top Five German Agencies

Rank		1960
1.	H. K. McCann	*$22,000,000
2.	J. Walter Thompson	*14,500,000
3.	Lintas	*12,500,000
4.	Hegemann	11,900,000
5.	Troost Werbeagentur	11,260,000

*Estimated by AA.

FRANCE

Dorland S.A., Paris, billed $3,300,000 in 1960, of which $360,000 represented capitalized fees. Comparable figures for 1959 were $2,560,000 and $320,000. During the year the agency added Hertz Rent-A-Car, Massey Ferguson farm equipment, Florida Citrus Commission and Alladin heaters. No accounts were lost. The agency is an affiliate of Benton & Bowles. Billings breakdown: Newspapers 25%, magazines 39%, radio 13%, cinema advertising 6%, outdoor 4%, point of sale 7% and other media 6%. The agency has 73 employes and looks for a 20% volume gain in 1961.

E.D.I.P., Paris, billed $2,300,000 in 1960, of which $300,000 represented capitalized fees. Comparable figures for 1959 were $1,980,000 and $240,000. The agency did not lose any accounts during the year. It expects to begin billing on several new ones in 1961. A group of the agency's top executives went on an extended tour of the U. S. during the year. Billings breakdown: Newspapers 37%, magazines 28%, cinema advertising 10%, radio 10%, qutdoor 6%, business publications 4% and farm publications 5%. The agency has 35 employes and forecasts a 20% volume increase for 1961.

Elvinger S.A., Paris, billed $10,200,000 in 1960, up sharply from the $8,000,000 billed in' 1959. The agency, which services Procter & Gamble, among other leading advertisers, had a good new business year, adding Kimberly-Clark (Kotex and Kleenex), South African Citrus Exchange (Outspan oranges), Senators Dutch cigars, Jaffa grapefruit, Bristol Siddeley engines and British Aircraft Corp. Newspapers and magazines took 50% of billings, radio and television 27%, cinema advertising 6%, outdoor 9%, point of sale 6% and other media 2%. The agency has 204 employes in one office.

Publicis S.A., Paris, volume leader among French agencies, billed $14,000,000 in 1960, compared with $12,000,000 in 1959. The 17% increase stemmed from increased expenditures by old clients and a flock of new accounts.

During the year the agency added Credit Industriel et Commercial (leading French bank), National Coal Board, Payot cosmetics, Oscar furniture, Milton pharmaceuticals (a Vick International division), Motta (leading Italian food packager) and "Suivez le Boeuf," a public service campaign (performed gratis) educating the public on cuts of beef. In addition, the agency's Industrial Information division carried out institutional campaigns for seven more industrial groups, among them French ship owners, the sugar industry, millers and Union Miniere du Haut-Katanga.

The agency, which looks forward to a 20% volume increase this year, began billing in 1961 on Rachet bedding, Tapiflex carpeting, Elbe undergarments and a big slice of new General Motors business. Previously the agency only for Frigidaire washing machines, Publicis has added A.C. Delco spark plugs and car accessories, Frigidaire refrigerators, diesel motors and Allison rectifiers. The 1960 billings breakdown: Newspapers 40%, magazines 24%, radio 18%, films 9%, outdoor 6% and point of sale 3%. The agency has 300 employes in three offices. There are branches in London and New York.

Publicite R. L. Dupuy, Paris, billed $10,000,000 in 1960, about the same as in 1959. During the year the agency added Electrolux, Lines Bros. and ACSA, Italian Chemical Co. No accounts were lost. Magazines took 40% of billings, newspapers 20%, radio 10%, point of sale 8%, outdoor 5%, business publications 5%, transit advertising 4%, and other media 8%. The agency has 310 employes in three offices and looks for a 20% volume gain in 1961.

Synergie-Publicite & Propagande, Paris, billed $9,800,000 in 1960, of which $1,550,000 represented capitalized fees. Comparable figures for 1959 were $8,600,000 and $1,900,000. During the year the agency added Eversharp Inc. (Schick safety razors and blades) Knorr soups, Bowater paper and Le Verre textiles. It dropped Tricotages Mecaniques Troyens. Newspapers and magazines took 67% of billings, business papers 14%, radio 4%, cinema advertising 4%, outdoor 3%, point of sale 3%, and other media 5%. The agency has 200 employes and forecasts a 15% volume gain for 1961.

GERMANY

Hans W. Brose, Frankfurt, billed an estimated $4,000,000 in 1960. The agency, a member of the GWA group, dropped Minneapolis Honeywell, Medallion Modes and Timken Roller Bearing during the year. Among its leading accounts are BP oil, Bols, California Prune Advisory Board, Formica, Nieman & Tintelnot (tobacco manufacturer), Revlon and Die Waage (NAM of Germany). The agency has 140 employes in two offices.

Busskamp & Koch, Munich, billed an estimated $2,000,000 in 1960. A member of the AWM group, the agency developed out of a creative advertising studio into a full-service shop. It is 10 years old. The agency, headed by Peter Busskamp, services some 20 clients, among them Bernbacher macaroni products, Bal Pare brandy and cognac, Konig whisky, Haus Neuerburg (filter cigarets), Olympia dictaphones, Paillard-Bolex and Wamsler ovens and stoves. The agency has 60 employes.

Dorland - Werbeorganisation, Berlin, Duesseldorf and Munich, billed an estimated total of $5,000,000 in 1960. While the Dorland agencies are related, they are usually listed separately. The Munich office, in particular, operates fairly independently. All are members of AWM. The Dusseldorf and Berlin offices have some 100 employes, with estimated billings of $3,500,000. Munich bills $1,500,000 with 35 employes.

GfA-Gessellschaft fur Absatzberatung, Cologne, billed an estimated $1,500,000 in 1960. The agency, a new member of AWM, has 25 employes in one office.

Dr. Grupe & Co., Hamburg, billed $4,000,000 in 1960, compared with $3,200,000 in 1959. The agency reports that it added "a lot of small accounts" during the year. It dropped Merz & Co., a chemical outfit. Outdoor took 47% of billings, magazines 22%, newspapers 13%, television 6%, radio 5%, supplements 2%, business publications 2%, and farm publications 10%. The agency has 160 employes in six offices and looks for a 10% volume gain in 1961.

Heumann, Frankfurt, billed an estimated $9,000,000 in 1960. The agency, a member of GWA, gained and lost General Foods in a six-month period; it also dropped Siegel's household cleansers during the year. A top agency, Heumann handles such leading advertisers as Philips, KLM, Daimler-Benz, Shell, Gillette and part of Reemtsma Tobacco. The agency has 260 employes in three offices.

Von Holzschuher & Bauer, Duesseldorf, billed an estimated $2,000,000 in 1960. The agency, a member of GWA, services Lanolin Plus, Air-Wick, Panteen and Lord cigars, among other clients. It has 60 employes in four offices.

Lintas, Hamburg, billed an estimated $12,500,000 in 1960. A member of GWA, Lintas is regarded as a Unilever house agency (as it *is* in other countries) although it also services other advertisers here. It lost British-American's Overstolz cigarets during the year. Among its Lever accounts are the Margarine Union, Pepsodent, Parfumerie Elida and Sunlight (Vim). It has also been handling Kleenex. The agency has 315 employes in one office.

Markenwerbung Arie Van der Plaat, Hamburg, billed an estimated $2,000,000 in 1960. The agency, a member of GWA, has Colgate business (Palmolive and Cadum) and also services Brinkman Tobacco. It has 60 employes.

H. K. McCann GMBH, Frankfurt, subsidiary of McCann-Erickson, New York, billed an estimated $22,000,000 in 1960. The agency, a member of GWA, began operations in Germany in the late 1920s. It is now the largest agency in the country. During the year the agency added Ethiopian Airlines and Dr. Oskar Troost (Chris Craft boats) to its bulging account roster, which includes, among others, Esso, Opel (German subsidiary of General Motors), Frigidaire, Reemtsma (Germany's largest tobacco company), Henkel, Goodyear, Agfa, Tampax, International Harvester, Facit,

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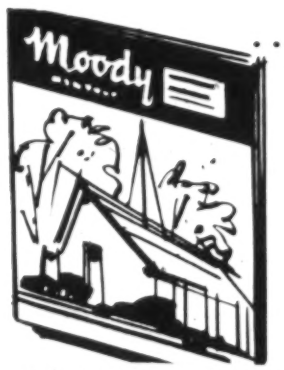

A trusted, invited counselor (and "invited" salesman) in 100,000 homes . . . a powerful influence in its field since 1900.

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M/M

75.3% of M/M's subscribers hold positions of influence in more than 60,000 *conservative* Protestant churches.

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Will Make Your *Client's* Advertising More Effective

Answer America, a network with more than 250 telephone answering exchanges, with offices in the United States, Canada and Mexico, can offer your clients varied services *24 hours every day* . . . they can maintain branch offices, receive mail and orders, have phone service and listings in telephone directories. Mail can be addressed to any one of the Answer America affiliates and will be sent to the general office for reply or forwarded on to established regional offices. Answer America can also do special services, make telephone surveys, handle mail and telephone orders to tie in with local newspaper, radio and T.V. advertising. For complete information, write Answer America.

Executive Office

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RAndolph 6-2339

AFFILIATE ANSWER CANADA, LTD.

"Winston tastes good...
like a cigarette should!"

America's largest-selling filter cigarette. A product of R. J. Reynolds Tobacco Company.

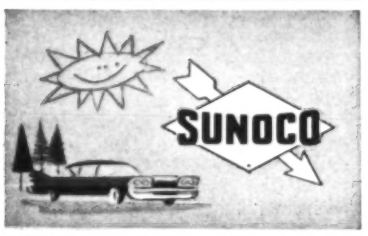
"The 'crisp' refresher...
Ballantine Beer!"

The largest-selling beer in the East. A product of P. Ballantine & Sons.

"43 beans in every cup...

Nescafé the all-coffee instant coffee with richest aroma and taste."

America's 2nd largest-selling instant coffee. A product of The Nestlé Company, Inc.



"Stop at Sunoco...
Go with confidence!"

One of America's largest oil companies, pioneers of Custom-Blended gasoline. Sun Oil Company.

"Have a real cigarette...
have a Camel!"

America's largest-selling regular cigarette. A product of R. J. Reynolds Tobacco Company.

"Exclusive Magnetic Film...
prevents both freeze-ups and engine burn-outs due to rust."

America's largest-selling anti-freeze. A product of Union Carbide Consumer Products Company.

"Rub in Ben-Gay...rub relief
right into the pain!"

World's largest-selling analgesic rub. Thos. Leeming and Co., Inc.

"Ballantine Ale...
with 'Brewer's Gold'."

America's largest-selling ale. A product of P. Ballantine & Sons.

"More nurses
prefer Pacquins...
than any other hand preparation."

World's largest-selling hand cream. Pacquins Hand Cream and Silk 'n Satin Lotion are products of Pacquin, Inc.

"You couldn't get a better
battery to save your life!"

America's largest-selling batteries. A product of Union Carbide Consumer Products Company.

"Salem refreshes your taste...
'air-softens' every puff!"

America's largest-selling menthol cigarette. A product of R. J. Reynolds Tobacco Company.

"Veep never spoils
your appetite!"

Veep and Sparkling New Orange Soda are two new soft drinks from The Coca-Cola Bottling Company of New York, Inc.

"Works better 2 ways
to help skin heal."

World's largest-selling brand of petroleum jelly. A product of Chesebrough-Pond's Inc.

"The proof is in the puffing!"

America's largest-selling smoking tobacco. A product of R. J. Reynolds Tobacco Company.

Good things happen in the market place when advertising measures up to the product!

The 29-year record of William Esty Company is one of quiet and continuous growth.

Total volume of advertising placed in 1960 reached a new high of 83 million dollars.

Our own progress is largely a reflection of the progress of our clients – not only in their sales and profit gains from established products, but, equally important, by the successful introduction of a number of fine new products.

The estimated dollar sales volume of the products shown on this page totalled over 2¼ billion dollars for the year 1960.

The nine companies which market these products make up our entire client list.

William Esty Company

INCORPORATED · **ADVERTISING**

100 EAST 42 ND STREET NEW YORK 17, N.Y.

Suchard, Nestle, 4711 and Schenley. The agency, which ranks as the largest on the European continent, has 460 employes in four offices.

Neufa GMBH, Frankfurt, billed an estimated $1,000,000 in 1960. The agency, a new member of AWM, has 30 employes in one office.

J. Walter Thompson GMBH, Frankfurt, subsidiary of J. Walter Thompson Co., New York, billed an estimated $14,500,000 in 1960, up sharply from the $10,000,000 estimated for 1959. The agency, a member of GWA, probably had the biggest growth of any agency in Germany during the year, adding Dubonnet, Lever's Stripe Signal toothpaste and Suwa detergent, Kraft's Miracole, Maggi canned soups, Minnesota Mining & Mfg.'s Scotch tape and film, Scotch Guard and other 3M products, Marlboro cigarets and Vick's Priems indigestion tablets. Among its other clients are Bayer, Burroughs, Brinkman Tobacco, California raisins, Dunlop, Ford, Johnson's waxes, Pan American, Chesebrough-Pond's, Sprengel chocolates and Pepsi-Cola. It dropped the Florida Citrus Commission and International Latex. JWT started off the year with 260 employes, wound up with 400. It has only one office and expects another major gain in 1961.

Werbeagentur Achim Aschke, Frankfurt, billed an estimated $2,500,000 in 1960. The agency, a member of AWM, added American Export Lines during the year; it dropped Enaica (White Horse toiletries). The agency has 50 employes in two offices.

Werbeagentur Gunter Blase, Stuttgart, billed an estimated $2,500,000 in 1960. The agency, a member of the AWM group, services some 25 accounts, among them Deutsche Linoleum-Werke, Eterna Herrenwaschefabrik, International Business Machines, Dr. F. Raschig and Siegel-Werke. The agency has 60 employes in two offices (one in Zurich).

Werbeagentur Dr. Hegemann, Duesseldorf, billed $11,900,000 in 1960, compared with $9,525,000 in 1959. The agency, a member of the AWM group, added four new accounts during the year—Dompfaff floor waxes, Rossli cigars, Chester cigarets and RBV briquettes. It also services Boeing, Armstrong Cork, Sabena, Du Pont and Rootes, among others. The agency reported 300 employes in six offices and predicts a 10% volume gain for 1961.

Werbeagentur Hubert Schnabel, Duesseldorf, billed $370,000 in 1960, of which $190,000 represented capitalized fees. This was the agency's first year in business. It is handling Biovital, Scobalit, Wissoll, Bakelite, Rigips and Staloton. Billings breakdown: Newspapers 5%, magazines 28%, radio 10%, business publications 6%, point of sale 15%, and other media (direct mail and sales promotion) 36%. The agency has eight employes and looks for a volume gain of 20% in 1961.

Werbeagentur Lorz, Frankfurt, billed and estimated $1,000,000 in 1960. The agency, a member of AWM, has 20 employes in one office.

Troost Werbeagentur, Duesseldorf, billed $11,260,000 in 1960, of which $1,360,000 represented capitalized fees. This was a sharp gain over 1959, when billings were $7,740,000, of which $1,240,000 represented capitalized fees. The agency, a member of GWA, added Olivin's Pascalin cleansing cream, Peter Eckes' Zinn 40 brandy and Hudson stockings. It dropped Dreiringwerke's Pid (a synthetic soap) and Gueldenring cigarets. Newspapers and magazines took 73% of billings, outdoor 10%, television 8%, cinema advertising 5%, radio 2% and supplements 2%. The agency has 200 employes and looks for a 15% volume gain in 1961.

Westag Werbeagentur, Cologne, billed $6,900,000 in 1960, of which $690,000 represented capitalized fees. Comparable figures for 1959 were $6,120,000 and $405,000. The aegncy, a member of the AWM group, had a good new business year, adding Bridges Home Electric tools, part of Brinkman Tobacco, Ellocar perfumes and cosmetics, Ipacos Co. and several other accounts. Newspapers took 42% of billings, magazines 26%, radio 4%, television 12%, outdoor 4%, and other media 12%. The agency has 129 employes in three offices.

Werbeagentur Wundrich-Meissen, Stuttgart, billed an estimated $3,000,000 in 1960. The agency, a member of AWM, has 50 employes in one office.

Werbebau Heilig & Simon, Stuttgart, billed an estimated $2,000,000 in 1960. The agency, a member of AWM, dropped Triumph underwear and foundation garments during the year but replaced it with a competitor, Felina. It also added the Robert Bosch electronics company, a major advertiser in Germany. The agency has 50 employes.

Die Werbe, Essen, billed an estimated $6,500,000 in 1960. The agency, a member of GWA, added Barnaengens' Vademecum, Konrad Horhschuh, Lesieur oil and Bluebird trailers during the year; it dropped Alete baby foods, Blendex Works and Kaffe-C. Among its major accounts are Pril and Pre soaps, Coca-Cola, Krupp and British-American Tobacco. The agency has 205 employes in three offices (one in Vienna).

Carl Gabler Werbegesellschaft, Munich, billed $9,600,000 in 1960, compared with $9,500,000 in 1959. The agency, a member of the AWM group, made no report on accounts gained or lost. Billings breakdown: Newspapers 33%, magazines 40%, radio 6%, television 9%, outdoor 6%, and other media 6%. The agency has 355 employes in seven offices and looks for a billings gain of 5% or 10% in 1961.

Werbe-Gramm, Duesseldorf, billed $7,950,000 in 1960, compared with $6,350,000 in 1959. The agency, a member of the GWA group, added six new accounts during the year, among them Playtex, Hornitex, Pott rum and additional brands from British-American tobacco. No accounts were dropped. Magazines took 65% of billings, newspapers 20%, supplements 3%, radio 1%, television 3%, and outdoor 8%. The agency has 185 employes and looks for a 15% volume gain in 1961.

Werbe-Liebald, Duesseldorf, billed $5,000,000 in 1960, up 50% from the $3,330,000 billed in 1959. During the year the agency added Business Counselors, Dujardin & Co., Loewe Pumpenfabrik, Tobler chocolates and Akers Hair and Scalp Clinics. Newspapers took 40% of billings, magazines 30%, outdoor 15%, and radio-tv 15%. The agency has 120 employes in eight offices and expects a "considerable increase" in turnover during 1961.

Werbetechnik Hermann Bruder, Stuttgart, billed an estimated $2,000,000 in 1960. Hermann Bruder, head of the agency, served as AWM president during the year. One small account was dropped—North American Aviation. The agency has 60 employes in one office.

CLAR-Werbung, Heidelberg, billed an estimated $2,500,000 in 1960. The agency has 60 employes in one office.

D. Frenz-Werbung, Mainz, billed an estimated $1,500,000 in 1960. The agency, a member of AWM, has 45 employes in two offices.

GEFI-Werbung Werner Volckmann, Hamburg, billed an estimated $1,000,000 in 1960. The agency has 30 employes in one office. It is an AWM member.

Werbung GMBH, Wiesbaden, billed an estimated $2,400,000 in 1960. The agency, a member of the GWA group, did not lose any accounts during the year but added Marga Greiter, H. J. Heinz, Heiss & Sohn and Nadler-Werke. The Heinz account, a major addition, did not begin billing until December. Among the other clients on its roster are F. Wolff cosmetics, Brylcreem and a flock of wine and liquor producers (Henkell champagne, Cinzano, Gilbey's gin, Hennessy cognac, Grand Marnier, Black & White scotch and Moet & Chandon champagne). The media breakdown was: newspapers 10%, magazines 57%, radio 1%, television 16%, outdoor 3% and films 13%. The agency has 71 employes in two offices and looks for a volume gain of 20% in 1961.

Rolf Ruhle Werbung, Hamburg, billed an estimated $2,000,000 in 1960. The agency, a member of GWA, added Alete's baby foods during the year. Among its other accounts are Schwarzkopf hair preparations, Colgate toothpaste, Henkel and Odol cosmetics. The agency has 55 employes.

William Wilkens Wirtschaftswerbung, Hamburg, billed an estimated $7,500,000 in 1960. The agency, a member of GWA, had a good new business year, adding Deutsches Schuhinstitut, Englebert tires, Savona instant pudding, Kupferberg Sekt, Polaroid sun glasses, Shulton's Old Spice and Siegel's auto polishes, Flit and Treff. Among its other accounts are Nivea hand cream, British-American Tobacco, British Travel & Holidays Assn., Citroen, Philips, Mobil Oil, Sunkist, U.S. Lines and Wander. The agency has 210 employes in three offices.

Young & Rubicam, Frankfurt, a subsidiary of Young & Rubicam, New York, billed an estimated $2,800,000 in 1960, compared with an estimated $2,000,000 in 1959. The agency, a member of GWA, added Overstolz cigarets and Chrysler during the year. Among its other clients are Bristol Aircraft, Cluett, Peabody, Libby's milk, Gulf, Remington Rand shavers and Swift. The agency has 80 employes and expects another substantial increase in 1961 as it starts handling Procter & Gamble's invasion of the German market.

GREECE

Alector Advertising Agency, Athens, billed $600,000 in 1960, compared with $450,000 in 1959. The agency added Cherry Heering, Scott Paper, Berkshire hosiery, Timken Roller Bearing and Sortilege perfumes during the year; no accounts were lost. Billings breakdown: Newspapers 45%, magazines 23%, radio 25%, outdoor 4% and point of sale 3%. The agency has 29 employes and predicts a 15% volume gain for 1961.

Gnomi, Athens, billed $416,000 in 1960, compared with $330,000 in 1959. During the year the agency added Violex razor blades, Metaxa brandy and A. Dritsas (representative of Nestle Dairies). No accounts were lost. Newspapers took 44% of billings, magazines 13%, radio 15%, outdoor 16%, business papers 4%, and other media 8%. The agency has 33 employes and predicts a billings gain of 35% to 50% for 1961.

Greca Advertising and Marketing, Athens, billed $1,050,000 in commissionable space and time in 1960, compared with $988,000 in 1959. The agency added two accounts: Greek Tourism and Kodak. It reported no losses. Billings breakdown: Newspapers 50%, radio 17%, magazines 15%, outdoor 10% and business publications 8%. Greca has 61 employes and expects volume to rise 10% in 1961.

Hellenic Advertising, Athens, billed $750,000 in 1960, of which $120,000 represented capitalized fees. Comparable figures for 1959 were $625,000 and $165,000. During the year the agency added Gillette razors and Columbia and HMV records. Billings breakdown: Newspapers 27%, magazines 13%, radio 32%, outdoor 5%, business publications 4%, point of sale 10%, and other media 9%. The agency has 53 employes and looks for a 20% volume gain in 1961.

INDIA

Aiyars Advertising & Marketing, Bombay, billed $300,000 in 1960, of which $10,000 represented capitalized fees. Comparable figures for 1959 were $120,000 and $7,000. During the year the agency added Brylcreem, Woodward's Gripe water, London Rubber Co. and Max Factor; no accounts were dropped. Newspapers took 50% of billings, magazines 10%, outdoor 2%, cinema advertising 25%, business publications 2%, point of sale 2% and other media 6%. The agency has 50 employes in four offices and looks for a 60% volume gain in 1961.

Clarion Advertising Services Private Ltd., Calcutta, billed $1,500,000 in 1960, compared with $1,100,000 in 1959. During the year the agency added Indian Airlines Corp. and Atlantis (East) Ltd.; no accounts were dropped. Newspapers and magazines took 63% of billings, outdoor 11% and other media 26%. The agency has 150 employes in three offices and sees 1961 about the same as 1960.

IRELAND

Domas, Dublin, billed $600,000 in 1960, compared with $510,000 in 1959. During the year the agency added Hotpoint, Smiths, Cavan (a leading national advertiser in Ireland), Christian Dior bras and Oranjeboom of Amsterdam. No accounts were lost. Newspapers took 62% of billings, radio 16%, magazines 7%, television 4%, outdoor 2%, transit advertising 2%, point of sale 2%, business publications 1% and other media 4%. The agency has 36 employes and looks for a 10% volume increase in 1961.

ISRAEL

Bauer Ltd., Tel Aviv, billed $247,198 in 1960, compared with $170,500 in 1959. The agency added three accounts during the year—Assis Food Products, Bejerano

Feature Your information film on TV — over 200 showings at $12.50 per.

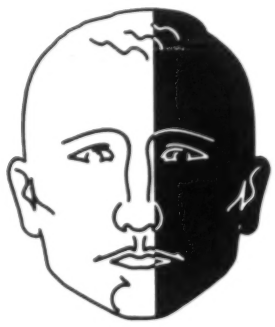
The Modern Home Digest carries 4-minute film segments from business for the TV homemaker audience. Now in its fourth year, the Digest has been used by savvy advertisers, including P&G, Dow, Armour, DuPont, and many others. . . .

Would this fit your marketing plan? Send for a free 4-page descriptive folder.

Modern Talking Picture Service, Inc.
3 East 54 Street, New York 22, N. Y.

offices in 30 major U.S. cities

The Memphis Market has two ears



WDIA alone reaches the other one!

When planning your budget for the Memphis market, *remember* that 40% of the population is Negro—over 1,500,000 people, who earn more than a billion dollars a year! *Remember* that the only medium that effectively sells this big, rich market is Memphis' 50,000 watt Negro-programmed WDIA. Top rated for 10 years, WDIA is more than a radio station, it's an advertising force. No matter what other media you use, 40% of your Memphis area budget must go to WDIA or you miss nearly half of this rich market! Write today for complete details!

ARCHIE S. GRINALDS, JR., Sales Mgr.
BERT FERGUSON, Exec. Vice-Pres.
EGMONT SONDERLING, President
Represented by THE BOLLING CO.

WDIA

OTHER SONDERLING STATIONS:
WOPA, OAK PARK, ILL. KDIA, OAKLAND, CALIF.

WILL THE NEW DESK-SIZE DIGITAL COMPUTER EVER REPLACE THE MEDIA BUYER?

If it answers problems for design engineers so easily, won't it make media selection child's play? A whirl of its magnetic memory disk, for instance, and it simply spells out, "The indispensable magazine to sell the OEM is..."

Worried? Got a wife and hungry kids? Fear not, friend. Digital computers can do a lot of things but they can't think. And intelligent media buying today, especially in an industrial complex like the Original Equipment Market, is just about 10% data processing, 90% *"think."*

Own a computer? Okay! Feed its face facts and figures . . . OEM, a $43-billion market . . . businesspaper circulations . . . rates . . . readership scores . . . preference studies, and such. Now, tell it what you want it to do. Whammie! The control unit bounces all this stuff back and forth like a rubber ball between the memory and arithmetic units. Suddenly, the processing is done. Here's the tape . . .

What strange gadget is the man holding? It's actually the magnetic memory disk.

P-R-O-D-U-C-T-E-N-G-I-N-E-E-R-I-N-G-P

It's just handed you a hardheaded answer to your OEM media problem in terms of *"more buying-powered design engineer readers per advertising dollar."* Certainly that should satisfy most cost-conscious citizens. But not you. You're seeking a significant something more:

You look that computer in the eye, and ask, *"What is the big distinction between PE's readers and those who receive other design publications?"* What happens? Its circuits twist in self-torture. Its transistors melt in mortification. You see, like we said, the poor thing can't think.

This is a "thinking man's" magazine

S'hh, listen! Design engineer at work...

"Why should it take one man and six horses to raise and lower the top of a convertible? Can I cut the weight? Do something to the frame? Why must the man labor? Can't I pack the horses into a foolproof power unit? Press a button and a big heavy elevator goes up or down fifty floors. What's so tough about moving a hunk of canvas a few feet? Suppose I . . ."

Over-simplified? No. This is instinctive, intuitive. This is the distinction between the creator and the practitioner. This is the dividing line between the restless mind that generates action, and the routine process known as "going through the motions." This is the vital difference between the design professionals who unhesitatingly say, *"If I could have only one publication, make it PRODUCT ENGINEERING!"* . . . and all others less critical.

On two counts: (1) The designers and product developers who read it, are challenged by it, prefer it to all others. (2) The advertising men who understand its audience, know how to advertise in it successfully, recognize its "vital difference."

It takes few basic ingredients to create a successful product in the Original Equipment Market. Essentially, all a design engineer needs are materials-parts-components-finishes . . . and *ideas*. He can have a string of degrees, a roomful of draftsmen, and the finest facilities in the world . . . but their worth is negligible without a self-starting subconscious.

This is where the men separate themselves from the boys

This magazine is not edited for longhairs any more than it is for crewcuts. Its content is, however, directed squarely at front-line design engineers who must think their way through $43-billion worth of profitable buying decisions this year. PRODUCT ENGINEERING, remember, *leads design thinking.*

Your OEM prospect finds more to think about here than he can find printed any place else. Deliberately so. This is an editorial content concerned not alone with saving his time, but giving him more for his time. More ideas. More problem-solving. More mental exercise. Each week, every week PE's editors interest, inform, implement, improve, intrigue, irritate, inspire . . .

Don't you, too, want to lead design thinking . . . *in your direction?*

PRODUCT ENGINEERING

". . . it leads design thinking!"

McGraw-Hill Weekly for Design Engineers ABP ABC 330 W. 42D ST., NEW YORK 36, N. Y.

Bros. cigarets and Olamit International, (asbestos cement products). Billings breakdown: Newspapers 40%, magazines 11%, radio 3%, outdoor 12%, business publications 2%, farm publications 2%, point of sale 12%, cinema advertising 10%, and printed matter 8%. The agency has 15 employes in two offices and looks for a 25% volume gain in 1961.

Gordon Lewensohn Aylon Ltd., Tel Aviv, billed $400,000 in 1960, of which $10,000 represented capitalized fees. During the year the agency added Delta Trading Co., agents for Kodak and Olivetti; Vita canned foods; Sheraton Tel Aviv hotel and the Tel Aviv municipal education program. Newspapers took 45% of billings, magazines 18%, radio 7%, outdoor 1%, business publications 1%, and other media 28%. The agency has 17 employes and looks for a 15% volume increase in 1961.

ITALY

George J. Cueto, Rome, billed $521,000 in 1960, of which $6,000 represented capitalized fees. Comparable figures for 1959 were $350,000 and $5,000. During the year the agency added Schick electric shavers and Carrier air conditioners; no accounts were lost. Billings breakdown: Magazines 35%, television 35%, newspapers 20% and radio 10%. The agency has seven employes and forecasts a 20% gain in volume for 1961.

CPV Italiana, Milan, an affiliate of Colman, Prentis & Varley of London, billed $7,000,000 in 1960, compared with $6,000,000 in 1959. The agency, now the largest in Italy, had a tremendous new business year, adding the entire Cinzano account, S. C. Johnson waxes, Barilla noodles (largest in its field), Minnesota Mining & Mfg. and British American Tobacco Co. No accounts were dropped. The agency recently added George Bryson, veteran General Foods and Young & Rubicam executive, to its staff. Newspapers and magazines took 57% of billings, radio 18%, television and cinema advertising 17%, outdoor 4% and other media 4%. The agency has 140 employes in one office and expects another increase of 15 to 20% in 1961.

Omnia Pubblicita, Milan, billed $2,640,000 in 1960, of which $320,000 represented capitalized fees. Comparable figures for 1959 were $2,560,000 and $320,000. The agency added two Liebig products during the year—Lemco bouillon tablets and Oxo meat extract cubes; no accounts were dropped. Magazines took 50% of billings, radio 30%, television 13%, newspapers 5% and outdoor 2%. The agency has 45 employes and looks for a 5% gain in 1961.

Radar Publicita, Milan, billed $3,500,000 in 1960, of which $320,000 represented capitalized fees. Comparable figures for 1959 were $2,320,000 and $110,000. During the year the agency added Renault, Alfa-Romeo, A. Mondadori Editore (one of Italy's leading periodical publishers), Bowater-Scott, Barilla dietetic foods and British-American Tobacco. No accounts were lost. Magazines took 47% of billings, newspapers 16%, radio 12%, television 10%, outdoor 2%, farm publications 1%, point of sale 4%, and other media 8%. The agency has 80 employes and looks for a billings gain of 30% to 35% in 1961.

S.I.R.P.I., Milan, billed $5,451,000 in 1960, compared with $5,152,000 in 1959. The agency added Waterman, Renault and part of Montecatini during the year; it dropped Minnesota Mining & Mfg. Billings breakdown: Newspapers 15%, magazines 30%, radio 10%, television 28%, outdoor 5%, business publications 2%, farm publications 2%, point of sale 3% and cinema advertising 5%. The agency has 60 employes and sees 1961 about the same as 1960.

JAPAN

Asahi Advertising Agency, Osaka, billed $5,360,000 in 1960, of which $96,500 represented capitalized fees. Comparable figures for 1959 were $4,263,000 and $52,500. The agency made no report on accounts gained or lost. It put 45% of its billings into newspapers, 30% in television, 8% in radio, 5% in business publications, 5% in transit advertising, 3% in magazines, 3% in outdoor and 1% in point of sale. The agency has 200 employes in five offices and looks for a 25% volume gain in 1961.

Dentsu Advertising, Tokyo, billed $148,582,229 in 1960, compared with $123,598,791 in 1959. The agency, largest in Japan and fifth largest in the world, accounts for more than a quarter of the advertising done in the country. It services some 5,000 clients. No account gains or losses were reported for 1960. Billings breakdown: Newspapers 44%, magazines 4%, radio 11%, television 32% and outdoor 8%. The agency has 2,862 employes in 29 offices and looks for a volume gain of 20% in 1961.

Falcon Advertising Agency, Tokyo, billed $1,094,222 in 1960, of which $192,102 represented capitalized fees. Comparable figures for 1959 were $742,130 and $171,012. During the year the agency—which is headed by an American woman, Rose C. Falkenstein—added five new accounts: Alcan Asia, Real Airlines, Thai International, American Machine & Foundry and Nippon Polaroid. No accounts were dropped. Newspapers took 82% of billings, magazines 5%, supplements 1%, business publications 10%, point of sale 1%, and other media 1%. The agency has 35 employes and looks for a 10% volume increase in 1961.

Hakuhodo Inc., Tokyo, billed $30,000,000 in 1960, compared with $23,340,000 in 1959. The agency, second largest and oldest in Japan, recently joined forces with McCann-Erickson to form a new agency in Tokyo, McCann-Erickson-Hakuhodo. This new agency, in which McCann-Erickson holds the majority interest, will function as McCann's Japanese office and will offer clients of Hakuhodo international services through the network of McCann offices in other parts of the world. Hakuhodo Inc. will continue to function as before. In 1960, the agency put 42% of its billings into newspapers, 30% into television, 10% into radio, 9% into magazines and 9% into other media. Hakuhodo employs 1,010 persons in 14 offices and forecasts a 30% billings gain in 1961.

Kyodo Advertising Co., Tokyo, billed $7,894,736 in 1960, compared with $6,315,790 in 1959. The agency made no report on accounts gained or lost. Newspapers took 43% of billings, television 30%, radio 22%, magazines 3% and outdoor 2%. The agency has 272 employes in six offices and looks for a 25% volume gain in 1961.

Man-Nen-Sha Inc., Osaka, billed $19,600,000 in 1960, of which $580,000 represented capitalized fees. Comparable figures for 1959 were $14,000,000 and $700,000. The agency did not report any accounts gained or lost. Newspapers took 45% of billings, television 30%, radio 10%, magazines 5%, outdoor 5%, transit advertising 3% and point of sale 2%. The agency has 850 employes in 17 offices and looks for a 40% volume gain in 1961.

Sanshodo Advertising Agency, Tokyo, billed $3,330,000 in 1960, compared with $2,000,000 in 1959. The agency added Bridgestone Tire and J. P. R. Service; no accounts were lost. Billings breakdown: Newspapers 54%, magazines 11%, radio 10%, television 14%, outdoor 1%, business publications 1% and other media 9%. The agency has 143 employes in three offices and expects a volume increase of 20% to 30% in 1961.

LEBANON

Publicite Information Moyen-Orient (PIMO), Beirut, billed $400,000 in 1960, of which $150,000 represented capitalized fees. Comparable figures for 1959 were $300,000 and $95,000. During the year the agency added Turkish Airlines, Turkish Maritime Lines, Sabena, Agip Oil and First National City Bank of New York. No accounts were lost. Billings breakdown: Newspapers 34%, magazines 11%, supplements 5%, television 18%, outdoor 10%, business publications 4%, transit advertising 8%, point of sale 7%, and other media 3%. The agency has 21 employes in two offices (one in Damascus) and looks for a 25% volume gain in 1961.

Saab Advertising Service, Beirut, billed $204,345 in 1960, of which $22,345 represented capitalized fees. Comparable figures for 1959 were $202,680 and $26,680. During the year the agency added Norge appliances, Lipton tea, Emerson radio and tv, Hitachi, Westinghouse and Formfit; it dropped Frigidaire and L&M cigarets. Billings breakdown: Newspapers 53%, magazines 12%, television 10%, outdoor 8%, business publications 5% and cinema advertising 12%. The agency has 12 employes and looks for a 15% volume gain in 1961.

MEXICO

Dillon-Cousins, Mexico City, billed $2,000,000 in 1960, about the same as 1959. A little more than half of this volume was done in Mexico. The remainder was export advertising placed in other markets (primarily in Latin America), some of its via Mexico City and some via the agency's New York office. Luis G. Dillon heads the Mexico City office, Richard Cousins the New York office. During the year the agency added Alfa sewing machines and Renault export advertising for several Latin American countries. No accounts were dropped. Billings breakdown: Newspapers 20%, magazines 10%, radio 25%, television 30%, cinema advertising 5%, and other media 10%. The agency has 50 employes in two offices and looks for a volume gain of 15% in 1961.

Kroupensky Publicidad, Mexico City, reported billings of $1,500,000 in 1960. The agency services 14 accounts and has 26 employes, plus a branch office in Panama.

Publicidad D'Arcy, Mexico City, subsidiary of D'Arcy Advertising, St. Louis, billed $2,033,400 in 1960, of which $133,400 represented capitalized fees. Comparable figures for 1959 were $1,900,000 and $100,000. During the year the agency added Nylon de Mexico, Pharmacraft, Hulera Euzkadi (Goodrich flooring, shoe soles and heels), Brunswick de Mexico, Rudefsa and Lenox dinnerware. No accounts were dropped. Billings breakdown: Newspapers 25%, magazines 10%, radio 20%, television 35%, outdoor 1%, point of sale 5%, and cinema advertising 4%. The agency has 62 employes and looks for a 20% volume gain in 1961.

Publicidad General, Mexico City, billed $1,250,000 in 1960, of which $150,000 represented capitalized fees. Comparable figures for 1959 were $880,000 and $90,000. The agency added the Bacardi account during the year. Billings breakdown: Newspapers 35%, magazines 5%, radio 17%, television 21%, outdoor 3%, and other media 19%. The agency has 44 employes and looks for a billings gain of 15% in 1961.

SUR Publicidad, Mexico City, billed $600,000 in 1960, of which $90,000 represented capitalized fees. Comparable figures for 1959 were $200,000 and $20,000. The agency added three new accounts: Orange Crush, San Rafael Real Estate and Volta refrigerators. Billings breakdown: Newspapers 8%, magazines 8%, radio 20%, television 30%, business publications 2%, farm publications 2% and films 30%. The agency has 10 employes and looks for a 10% billings increase in 1961.

NETHERLANDS

Hou Maet Reclame Adviesbureau, Amsterdam, billed $1,200,000 in 1960, compared with $1,000,000 in 1959. During the year the agency added Sinalco fruit drinks. It has 32 employes and looks for a 10% billings gain in 1961.

Prad N.V., Amsterdam, billed $5,650,000 in 1960, compared with $5,021,000 in 1959. During the year the agency added Gillette, Davofoyers, Joh. A. Benckiser (water softeners), Pharmaceutische Fabriek Biersdorf and Verkade; it dropped Nederlandsche Spoorwegen. Newspapers took 70% of billings, magazines 20%, outdoor 4%, point of sale 3% and other media 3%. The agency has 150 employes in two offices and looks for a 10% volume increase in 1961.

Smit's Reclame-Advies en Servicebureau, Amsterdam, billed $4,300,000 in 1960, of which $300,000 represented capitalized fees. Comparable figures for 1959 were $3,700,000 and $200,000. During the year the agency added a national cooperative cheese campaign, Dutch National Railways, Johnson & Johnson (Modess) and international institutional advertising for Philips of Eindhovern; Bristol-Myers' Mum line was dropped. Newspapers took 65% of billings, magazines 15%, outdoor 5%, business publications 5%, point of sale 4%, films 4% and other media 2%. The agency has 110 employes and expects a 10% volume increase in 1961.

NORWAY

Alfsen & Becker, Oslo, billed $2,000,000 in 1960, of which $150,000 represented capitalized fees. Comparable figures for 1959 were $1,700,000 and $95,000. The agency, a member of CAMA network, was started seven years ago and now ranks third in size in Norway. During 1960 it added Shell fuel oil, Landbrukets Sentralforbund (apples), Chr. Matthiessen, Tate & Lyle sugar, Stoffels & Co. (Aquapearl), Vestlandske Gummivarefabrik (plastic-covered rainwear) and Sanitized; no accounts were dropped. Newspapers took 45% of billings, magazines 26% and business publications 5%. The agency has 100 employes and looks for a 20% gain in 1961.

Forende Annonsebyraer, Oslo, billed $2,900,000 in 1960, compared with $2,400,000 in 1959. The agency added Nidar chocolates, Norwegian Life Insurance Companies (a joint campaign) and Norwegian Silversmiths (a joint campaign) during the year; no accounts were lost. Newspapers took 59% of billings, magazines 12%, outdoor 2%, business publications 5%, point of sale 6% and other media 16%. The agency has 90 employes in three offices and looks for a 10% volume gain in 1961.

Gumaelius og Reklames Annonsebyra, Oslo, billed $950,000 in 1960, of which $95,000 represented capitalized fees. Comparable figures for 1959 were $800,000 and $70,000. The agency made no report on accounts gained or lost. Newspapers took 60% of billings, magazines 22%, business publications 10%, point of sale 6% and other media 2%. The agency has 48 employes and looks for a 15% volume increase in 1961.

Hoydahl Ohme, Oslo, billed $2,300,000 in 1960, compared with $2,085,000 in 1959. The agency added Pye television sets, *Allers* (weekly magazine) and a collective campaign for coffee in cans during the year; no accounts were dropped. The agency has 98 employes and forecasts a 15% billings gain for 1961.

Trygve Dalseg & Co., Oslo, billed $870,000 in 1960, compared with $615,000 in 1959. The agency reported no account gains or losses. Billings breakdown: Newspapers 50%, magazines 10%, business publications 9% and other media 21%. The agency has 43 employes and looks for a 10% volume gain in 1961.

PANAMA

Servicios Mykland Arosemena, Panama City, billed $264,000 in 1960, compared with $204,000 in 1959. The agency added General Electric, Mercedes-Benz cars, General Tire, Du Pont paints, Dunlop and Black & White whisky during the year; it dropped Kodak. Radio took 50% of billings, television 25%, newspapers 20% and outdoor 5%. The agency has 10 employes and looks for a volume gain of 12.5% in 1961.

PERU

Publicidad Lowder, Lima, billed $600,000 in 1960. The agency added P. Lorillard (Kent and Newport), Esquire socks and Wm. Crosby (Osterizer) during the year; no accounts were dropped. The media breakdown was: newspapers 30%, magazines 7%, radio 15%, television 25%, outdoor 5%, transit advertising 1%, point of sale 1%, cinema advertising 10% and other media 6%. The agency has 40 employes and looks for a 30% volume gain in 1961.

PHILIPPINES

Ace Advertising Agency, Manila, billed $771,155 in 1960, of which $183,535 represented capitalized fees. Comparable figures for 1959 were $533,111 and $74,360. During the year the agency added Max Factor, La Perla biscuits and Zest. It dropped Cosmos beverages. Billings breakdown: Newspapers 10%, magazines 45%, supplements 3%, radio 25%, television 2%, outdoor 3%, business publications 2%, point of sale 5% and other media (including transit advertising and farm publications) 5%. The agency has 49 employes and looks for a 28% volume gain in 1961.

Philippine Advertising Counselors, Manila, billed $1,818,200 in 1960, compared with $1,515,200 in 1959. The agency added Viek International and Time-Life during the year; no accounts were dropped. Billings breakdown: Newspapers 20%, magazines 20%, radio 25%, television 12%, outdoor 12% and other media (including

BOOM! 1960 was our biggest year: more ad linage and more ad revenue than ever before. Two million one: more circulation than ever before. More advertisers than ever before. Bigger issues. Better contributors. All down the line 1960 was a record breaker for us. Take a good long look at the male youth market: 12,000,000 strong. And Boys' Life is read by over 5,000,000 of them. You may have some idea of the youth publications that serve them, but could there be any more convincing statement of market coverage than this one?

Boys' Life has *far* more male readers 10 years old, 11 years old, 12 years old, 13 years old, 14 years old and 15 years old than any other magazine, *youth or adult*, and more 16 year olds than any other youth publication.*

BOYS' LIFE • 2,100,000 NET PAID

PUBLISHED FOR ALL BOYS BY THE BOY SCOUTS OF AMERICA

**Write to Promotion Director, Boys' Life, 2 Park Avenue, New York 16, for the new Gilbert Comparison Study of the Male Youth Audiences of Seven Magazines: Boys' Life, Junior Scholastic, Life, Look, Saturday Evening Post, Scholastic Roto, Senior Scholastic.*

production costs) 11%. The agency has 81 employes and forecasts a 15% increase in volume for 1961.

Philprom Inc., Manila, billed $1,225,000 in 1960, of which $250,000 represented capitalized fees. Comparable figures for 1959 were $1,180,000 and $207,000. During the year the agency added 17 new accounts, the most important being Koppel (Philippines) Inc., Singer Sewing Machine and Go Soc & Sons & Sy Sy Gui Huat Inc.; it dropped 13 accounts, among them El Porvenir Rubber Products, Alpha Mutual Life Insurance Co. and Doctors Pharmaceuticals. Billings breakdown: Newspapers 37%, magazines 17%, supplements 3%, radio 27%, television 7%, outdoor 2%, business publications 4%, point of sale 2% and other media 1%. The agency has 83 employes and looks for a 10% volume gain in 1961.

SOUTH AFRICA

Bernstein, Wilson & Robinson, Cape Town, billed $966,600 in 1960, of which $115,000 represented capitalized fees. Comparable figures for 1959 were $846,570 and $98,700. The agency added Richard Hudnut, Warner Pharmaceuticals and Marina Del Mar swimsuits during the year. No accounts were lost. Billings breakdown: Newspapers 63%, magazines 9%, radio 11%, outdoor 2%, business publications 1%, farm publications 1%, transit publications 3%, point of sale 2%, and cinema advertising 8%. The agency has 31 employes in three offices and looks for a 16% billings gain in 1961.

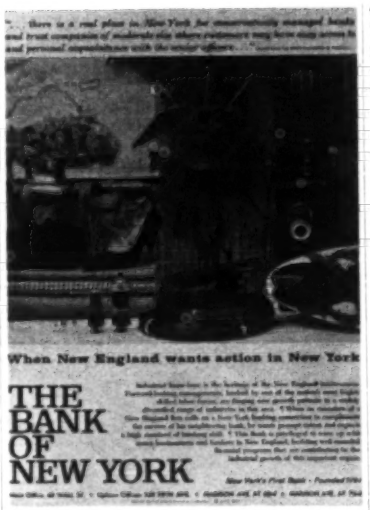
Van Zijl & Van Zijl, Johannesburg, billed $5,000,800 in 1960, compared with $4,368,000 in 1959. The agency, one of South Africa's largest, added Herbert Evans paints and Glenton & Mitchell (tea merchants) during the year; no accounts were dropped. It put 70% of its billings into print media, 10% into outdoor, 8% into radio and 12% into other media. The agency has 142 employes in five offices and looks for a 12% volume gain in 1961.

SPAIN

Azor S. L. de Publicidad, Madrid, billed $380,000 in 1960, of which $22,000 represented capitalized fees. Comparable figures for 1959 were $445,000 and $17,000. The agency reports that stabilization moves by the government resulted in advertising cutbacks during the months of June, July, August and September. Billings breakdown: Newspapers 46%, magazines 10%, supplements 5%, radio 25%, television 12% and outdoor 2%. The agency has 18 employes and looks for a 12% volume gain in 1961.

Clarin Publicidad, Madrid, billed $600,000 in 1960, compared with $350,000 in 1959. The agency, a member of the European Market Advertising (EMA) network, did not drop any accounts during the year but added three important ones: British-American Tobacco (Pall Mall), Lizarritury & Rezola and Dosli's Tutu detergent. Newspapers took 60% of billings, radio and television 8%, magazines 6% and cinema and other media 26%. The agency has 40 employes and looks for a 42% volume gain in 1961.

Danis Publicidad Tecnica, Barcelona, billed $1,250,000 in 1960, of which $123,000 represented capitalized fees. Comparable figures for 1959 were $833,000 and $80,000. The agency added eight new accounts during the year: Spanish Board of Tailors, Dunlop, Dual, Almacenes Jorba, Ron Bacardi, Salvat Editores, Elyte Westinghouse and Sanitized. Billings breakdown: Newspapers 33%, magazines 10%, radio 26%, television 20%, outdoor 6% and other media 5%. The agency reports 200 employes in five offices. It expects to increase its billings total 30% in 1961.



REGIONAL—*The Bank of New York will use color pages like this in three magazines playing up the services it provides to industry in various parts of the country. Doremus & Co. is the agency.*

Dardo S. A. de Publicidad, Madrid, billed $430,500 in 1960, of which $46,000 represented capitalized fees. Comparable figures for 1959 were $374,000 and $31,000. The agency, which handles a number of drug and cosmetic products, did not lose any important accounts during the year while adding eight: Sony radio and television, Stop-Smoke pills (to stop the smoking habit), Penetro cough medicine, Prep shaving cream, Fontenova mineral water, Instituto Nacional de Industria, Steiner hair preparations and Am-I-Dent toothpaste. Billings breakdown: Newspapers 49%, magazines 29%, radio 9.5%, television 4%, transit advertising 1.5%, cinema 4.5% and other media 2.5%. The agency has 28 employes and looks for a 40% volume gain in 1961.

Publicidad Climax, Barcelona, billed $500,000 in 1960, of which $65,000 represented capitalized fees. Comparable figures for 1959 were $415,000 and $50,000. During the year the agency added Aiscondel, Industrias Marca and Manufacturas Gassol; it dropped Melisana. Media breakdown: Newspapers 16%, magazines 25%, radio 22%, television 10%, cinema advertising 25% and other media 2%. The agency has 45 employes and looks for a 25% volume gain in 1961.

Publicidad Gisbert, Madrid, reported billings of $1,200,000 for 1960. The agency made no report on 1959 volume or accounts gained or lost. Newspapers took 55% of billings, radio 25%, magazines 15%, television 3%, and other media 2%. The agency has 45 employes in eight offices.

Ruescas Publicidad, Madrid, billed $1,080,000 in 1960, of which $70,000 represented capitalized fees. Comparable figures for 1959 were $830,000 and $40,000. The agency, one of Spain's largest, added Armstrong Cork, Seidenstecker and Tauro handbags and trunks; it dropped Bacardi. Billings breakdown: Newspapers 40%, magazines 20%, radio 30% and television 10%. The agency has 82 employes in three offices and forecasts a 30% billings gain in 1961.

SWEDEN

Allmanna Annonsbyran, Stockholm, billed $5,500,000 in 1960, compared with $4,000,000 in 1959. The agency had a good new business year, adding British Petroleum, Omega and Tissot watches, Tampax and Sheaffer; it dropped Casco. Newspapers and magazines accounted for 65% of billings, with the remaining 35% spent in point of sale and printed matter. The agency has 120 employes in two offices and expects to increase its volume 5% in 1961.

Wilh. Anderssons Annonsbyra, Stockholm, billed $5,067,100 in 1960, of which $515,000 represented capitalized fees. Comparable figures for 1959 were $4,957,150 and $240,750. During the year the agency, a member of the CAMA network, added the Thulebolagen Insurance Company, Tiedemanns Pipe Tobacco and Minnesota Mining & Mfg.; it dropped Electrolux. Newspapers took 58% of billings, magazines 14%, business publications 10% and other media 18%. The agency has 160 employes in five offices and sees 1961 about the same as 1960.

Ervaco Advertising, Stockholm, billed $5,700,000 in 1960, about the same as 1959. The agency made no report on accounts gained or lost. Ervaco was founded in Sweden as a branch of Erwin, Wasey & Co. and Erwin Wasey, Ruthrauff & Ryan, New York, continues to hold a minority interest in the agency. Effective Jan. 1, Wilhelm Danielson became managing director, succeeding Hans Stenbeck, who moved up to the chairman's post. The agency made no report on accounts gained or lost. It put 44% of its billings into newspapers, 13% into magazines, 2% into outdoor, 8% into business publications and the remainder into printed matter, production and other media. The agency has 180 employes in five offices (two of them outside Sweden) and looks for a 10% volume gain in 1961.

Gumaelius, Stockholm, billed $8,900,000 in 1960, compared with $8,500,000 in 1959. The agency points out these figures are its "estimates." Final figures will not be available until the agency closes its books on its fiscal year later this year. No account changes were reported. Newspapers took 60% of billings, magazines 12%, business publications 14%, transit advertising 1% and other media 13%. The agency, founded in 1877, is one of the largest in Scandinavia. It opened an office in Copenhagen during the year and now has 343 employes in five offices. It sees 1961 about the same as 1960.

Sven Rygaards Annonsbyra, Stockholm, billed $2,155,000 in 1960, compared with $1,800,000 in 1959. During the year the agency added six accounts—the Nils Adamsson Chain Stores, Eterna watches, Consul cigaret lighters, National Tourist Organization of Greece, Necchi Sewing Machines and Zeiss cameras and optical equipment. Omega and Tissot watches were dropped. The agency has 72 employes in two offices and looks for a 10% volume increase in 1961.

Svenska Telegrambyran, Stockholm, billed $10,250,000 in 1960, up sharply from the $8,500,000 billed in 1959. The agency, largest in Sweden, added 12 new accounts during the year, among them the ESAB engineering works, Exquisite Form bras, Bolaget ice cream, Broderna Kanold chocolate works, Kelly Bilringer tires, Kenwood appliances, Nestle's Nescafe, Schweppes and the Dr. Scholl footcare products; no accounts were lost. The agency has 339 employes in six offices and looks for a 6% volume gain in 1961.

SWITZERLAND

Dr. Rudolf Farner Marketing & Advertising Agency, Zurich, billed $5,143,000 in 1960, of which $1,941,000 represented capitalized gains. Comparable figures for 1959 were $4,835,000 and $2,160,000. The agency, largest in Switzerland, added Alu aluminum foil, Gancia vermouth, Simca cars and McGregor of Switzerland. It dropped Facit. Billings breakdown: Newspapers 22%, magazines 35%, radio 7%, television 4%, outdoor 8%, point of sale 18% and other media 6%. The agency has 86 employes in two offices and looks for a 10% volume gain in 1961.

Werbe Agentur Dr. Ruperti, Zurich, billed $412,000 in 1960, compared with $247,000 in 1959. The agency, only formed in the last few years, added Wander's Ovaltine during 1960; no accounts were lost. Billings breakdown: Newspapers 37%, magazines 48%, outdoor 2.5%, business publications 0.5%, point of sale 5% and other media 7%. The agency has 13 employes in two offices and looks for a 30% volume increase in 1961.

UNITED ARAB REPUBLIC

S.E.P. Agency, Cairo, billed $281,410 in 1960, of which $50,000 represented capitalized fees. Comparable figures for 1959 were $261,350 and $45,000. The agency added the U.A.R. Production Fair and BVD underwear during the year; it dropped Biscomisr. Newspapers took 47% of billings, magazines 15%, outdoor 18%, radio 5%, business publications 5% and cinema advertising 10%. The agency has 34 employes in two offices and sees 1961 about the same as 1960.

Three Puerto Rico Agencies Report; Two Hike Billing

NEW YORK, Feb. 21—Three Puerto Rican agencies reported their billings to ADVERTISING AGE this year. Two reported gains, one a decline.

Publicidad Badillo retained its ranking as the island's largest agency, moving up some $200,000 to a total of $3,344,338, as it added five new accounts.

Individual reports on the three agencies follow:

PUERTO RICO

Highley Advertising, San Juan, billed $920,855 in 1960, of which $400,200 represented capitalized fees. Comparable figures for 1959 were $1,106,920 and $466,900. During the year the agency dropped two accounts—Carnation and Westinghouse—while adding Grissom-International (Chrysler distributor). Television took 40% of billings, radio 26%, newspapers 21%, transit advertising 8% and outdoor 4%. The agency has 15 employes and forecasts a 20% volume increase for 1961.

Publicidad Badillo, San Juan, billed $3,344,338 in 1960, of which $1,137,023 represented capitalized fees. Comparable figures for 1959 were $3,159,282 and $1,091,571. The agency, largest in Puerto Rico, had a good new business year, adding Pueblo Supermarkets, Ajinomoto Co., Gillette, Popular Democratic Party and the Holland Cheese Exporters Assn. Billings breakdown: Newspapers 32%, magazines 3%, radio 22%, television 30%, outdoor 4%, transit advertising 1% and other media 8%. The agency has 50 employes in one office (the New York office was closed during the year) and it looks for a 7% volume gain in 1961.

West Indies Advertising, San Juan, billed $2,141,034 in 1960, compared with $2,078,576 in 1959. The agency, second largest in Puerto Rico, neither gained nor lost any important accounts during the year. Television took 38% of billings, newspapers 30%, radio 25%, outdoor 5% and magazines 2%. The agency has 24 employes and expects to show another increase in 1961.

128 Agencies Merge, 45 Go Under in First Year of Not-so-Soaring '60s

(Continued from Page 52)

duction" in advertising costs.

And back in New Jersey, the latest account piracy case in the "garden state" broke in November when Conti Advertising sued former employes who set up their own agency, Armand-Richards, and was in turn sued by one of the defendants.

It would appear that lawyers who specialize in the advertising business are assured a steady income in 1961.

The remainder of this report lists, in capsule form, mergers, reorganizations, new agencies, acquisitions and other agency activity month by month as reported in AA's pages.

JANUARY

The No. 3 U. S. agency, **McCann-Erickson**, also known as the organization man's advertising agency, announced the latest reorganization of its $265,000,000 operation. At year's end it had still more to say on the subject and its newest umbrella title was **Interpublic Inc.**... Papert & Free, founded the previous fall by two married couples, got a corporate divorce and new principals as the name changed to **Papert, Koenig, Lois**, which was to become one of 1960's most frequently mentioned agencies... Maxwell Sackheim & Co. became **Maxwell Sackheim-Franklin Bruck Inc.** as Mr. Bruck, formerly with Pharmaceuticals Inc., came in as chairman of the board... In Philadelphia, Robinson, Adleman, Montgomery merged with Neville & Ronald to form **Neville, Adleman & Montgomery**... and Aron Advertising Associates merged with Marvin Shore Advertising to form **Aron & Shore Advertising**... Amundson-Bolstein, Sioux City, merged with **Bozell & Jacobs**... A mail order campaign for a Swedish toothpaste was so successful that William M. Lee had to resign as a partner in Palo Alto's Guy-Lee Advertising and set up his own agency, **Lee Advertising** and the old agency became **Guy Advertising & Marketing Services**... Also on the West Coast **L. J. Globus & Associates** opened in Los Angeles... Other openings were **House of Strauss Inc.** and **W. N. Davidson Advertising**, in Chicago... In New York, **Hodes Advertising Co.**, **Fladell/Harris Advertising** and in Hicksville, **Snow & Depew**, started by former employes of **C. M. Johnston & Associates** which dissolved... Among the agency name changes were Benjamin Katz Agency to **The Hill Associates** and J. M. Korn & Co. to **J. M. Korn & Son**, both in Philadelphia... Jackson, Haerr, Peterson & Hall, Peoria, to **Hall, Haerr, Peterson & Harney**... Honig-Cooper, Harrington & Miner, San Francisco, dropped the name of the late Dan B. Miner and became **Honig-Cooper & Harring-**

ton . . . Hall-Mitchell Advertising, Orange, Cal., became **Paul Mitchell Advertising.**

FEBRUARY

Compton Advertising merged Chicago's Baker, Tilden, Bolgard & Barger, adding about $5,000,000 to its Windy City billings . . . In Baltimore, **Emery Advertising Corp.** merged with **Speed & Co. . . Bishopric/Green/Fielden,** Miami, acquired a new division, Radcliffe Advertising . . . Overseas, **United Service Publicity,** considered one of Melbourne's largest agencies, acquired a financial interest in two other agencies—Bartlett Murphy & Mackenzie in Sydney and Vinnicombe Advertising in Brisbane . . . And in London, ex-Grant man Eric Garrott and Fred Vinter of Lintas opened **Eric Garrott Associates** . . . Back stateside, **Painter, Waring & Hand** opened in Darien . . . In Waltham, Mass., **Elbert Advertising** . . . **Fried Advertising,** Maspeth, N. Y. . . . **Ashby Associates,** Cleveland . . . **Walter Patrick Smith & Associates,** San Francisco . . . **Brad Sebstad Inc.,** Menominee, Mich. . . **Reimer Advertising,** South Pasadena . . . In Chicago a new ethical ad agency, **Shaw-Hagues,** was organized by John W. Shaw and David N. Hagues . . . **Chuck Shields Advertising** opened in Atlanta . . . A former Rockford, Ill., partnership incorporated into **Cummings, Brand, McPherson Associates.**

MARCH

One of the year's major mergers occurred as Batten, Barton, Durstine & Osborn went international with a flourish, merging London's Dolan, Ducker, Whitcombe & Stewart (1959 billing about $8,000,000), thus forming **BBDO International.** Price: $1,000,000. Dolan partner H. William Bernhardt declined to go along with the merger and set up his own competitive agency, **H. Wm. Bernhardt Inc.** . . . Two Baltimore agencies, Stanley L. Cahn Co. and George Avis Co. merged into **Cahn-Avis Co.** . . . Compton Advertising discontinued its Portland, Ore., branch and agency executives there formed **Nelson, Pedersen & Allen** . . . **John Patrick Starrs Advertising** opened in New York . . . **Les Adams Advertising** in Winter Park, Fla. . . **Perry/Metzger Advertising** in Milwaukee . . . **Peck Advertising** in Schenectady . . . Creamer-Trowbridge Co., Providence, changed its name to **Creamer, Trowbridge & Case** . . . Grubb Advertising, Champaign, Ill., became **Grubb & Petersen Advertising** . . . William D. Shumway Advertising, Madison, became **Shumway & Carman** . . . New York's **H. W. Warden Associates** closed.

APRIL

Two well known names, New York's Anderson & Cairns and Boston's James Thomas Chirurg Co., merged to form **Chirurg & Cairns,** a reported $10,000,000 plus combine . . . New shops opened across the land. **Cook, Smith & Colwell,** Orange, Conn. . . **Bruce Friedlich,** New York . . . **Harold L. Elfenbein & Associates,** Englewood, N. J. . . . **Creative Forum Advertising,** Muncie, Ind. . . **Hare, Shepard & Sutton Advertising,** Lansing . . . In Los Angeles **Roberta Rittenhouse Associates** . . . **Lawrence Needleman Associates** . . . **Ormsby Advertising** . . . Seattle's Penman-Neil agency changed its name to **Northwest National Advertising Agency** . . . In Portland, Ore., **Heims & Turtledove** was the new name for Earl Heims & Associates . . . Art Stadler Advertising, Menlo Park, Cal., became **Stadler-Cowman Advertising** . . . Hameroff Advertising, Columbus, O., became **Hameroff & Smith** . . . Toronto's Paul-Phelan Advertising became **Paul, Phelan & Perry Ltd.**

MAY

The ten-month-old merger of Cohen & Aleshire, New York, with John C. Dowd Inc., Boston, came apart and Cohen, Dowd & Aleshire once again became **Cohen & Aleshire** and **John C. Dowd Inc.** reactivated . . . Jesse Lair and W. A. Krause, Minneapolis, merged their Minneapolis operations to form **W. A. Krause Inc.,** with billings reported close to $1,000,000 . . . In Dayton, Hutzler & Associates merged with Sabatino Advertising to form **Hutzler & Sabatino** . . . Phillips-Ramsey, San Diego, acquired **Ptak & Richter Advertising,** Phoenix, with $500,000 billings . . . Two leading Israeli agencies, Dahaf Advertising and Gordon Lewensohn Aylon, joined with France's giant Agence Havas to form a new company, **International Advertising Ltd.,** "Israel's first international advertising agency" . . . Three members of Charles W. Hoyt & Co. formed **Allston, Smith & Somple,** Greenwich, taking the Arnold Bakers account with them . . . **Gillis-Pratt Advertising** was formed in Orillia, Ont. . . **Black-Russell-Morris** in Newark . . . **MacLellan Associates,** Baltimore . . . **Murray Breese Associates,** Sarasota . . . **Helen Barthelme Advertising,** Houston . . . **George Cullinan Organization,** Chicago . . . **Arthur Otis Advertising,** San Diego . . . **Charles W. Hoyt Co.** closed its Miami office for lack of business and John R. McAtee, who merged his Miami operation with Hoyt in 1955 to form the branch, reestablished **General Advertising of Florida** . . . **Marsteller, Rickard, Gebhardt & Reed** closed its Houston branch . . . Cummings & Associates Advertising, Sacramento, changed its name to **Cummings-Knapp & Associates** . . . Ross, Flink & Livengood, Peoria, shortened to **Ross Flink & Associates** . . . and in New Orleans, the new name for Brown, Friedman & Co. was **Perry Brown Advertising.**

JUNE

Another big merger, Ross Roy

FIRST in Cleveland in new Automobile ADVERTISING

6TH in America in total Advertising

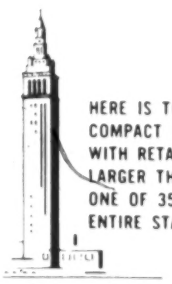
Cleveland Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Hsld. Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

Akron, Canton and Youngstown Counties are not included in above sales



HERE IS THE COMPACT MARKET WITH RETAIL SALES LARGER THAN ANY ONE OF 35 ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla.

**Source: Media Records*

Inc. with Brooke, Smith, French & Dorrance was reported. It became official the following month, with the new name **Ross Roy-BSF&D Inc.**, a combination billing about $25,000,000 . . . Hicks & Greist formed a partnership with Robert F. O'Brien & Co., Boston, to form a new agency in that city called **Hicks, Greist & O'Brien** . . . Also in New England, Lestoil was bought by Standard International Corp., and its house agency, Jackson Associates was merged with the Sackel Co. to form **Sackel-Jackson Co.** . . Chicago's McGiveran-Child Co. merged with **Holtzman-Kain Advertising** . . . F. G. Mullins Co., Seattle, merged with **McCann-Erickson** . . . Hollywood's Raul Advertising and Julian Kay Advertising merged under the name **Raul & Kay Advertising** . . . Down under, Australia's Hugh Berry Co. and Hawkins Advertising amalgamated to form **Berry, Currie, Hawkins Pty., Ltd.** . . . New York's fast-growing Palmer, Codella & Associates split asunder with the two partners forming **Codella Co.** and **T. N. Palmer & Co.** . . . former executives of the closed Houston branch of Marsteller, Rickard, Gebhardt & Reed formed **Craig & Associates** . . . **Ads/Infinitum** opened in New York . . . The Whiting Milk Co., Charlestown, Mass., formed a house agency called **Meadows Associates** . . . **MacFee Sales-Advertising** opened in Philadelphia . . . **Nichols Advertising**, Decatur, Ill. . . . **Ken Pottle Marketing-Advertising**, Minneapolis . . . **Martin & White Advertising**, Birmingham . . . **S. I. Rosenfeld Advertising**, St. Louis . . . **Growth Unlimited**, Buena Park, Cal. . . . **Foland Advertising**, Portland, Ore. . . . Wilbur Richards Co., Syracuse, changed its name to **Richards & Weiss Co.** . . . Dawson-Tully Advertising, Tampa, became **Dawson, Tully, Menard Advertising** . . . Horan-Daugherty, St. Louis, became **Winfield Advertising** . . . Harris & Montague, Salt Lake City, became **Harris & Love** . . . Ted Levy, Richard Lane & Co., Denver, became **Jerome Philip Advertising** . . . Charles Levitt Co., Los Angeles, became **Levitt & Brandt Inc.** . . . **Robert Conahay Inc.** absorbed Knox, Kornfeld & Smith, reportedly billing about $1,000,000 . . . **Jack Pettersen & Associates**, two-year-old Chicago agency, closed . . . **Charles M. Higgins Advertising**, West Palm Beach, affiliate of Miami's Bishopric/Green/Fielden, suspended operations.

JULY

Along with the tourists, agencies were crossing the Atlantic again. Compton Advertising became the latest by acquiring an interest in London's 38-year-old S. T. Garland Advertising Service Ltd., which changed to **Garland-Compton Ltd.** A Procter & Gamble Co. agency, like Compton, Garland billed $5,000,000 in 1959 . . . On the U. S. West Coast **Grant Advertising** reported the "first step" in a West Coast expansion by enacting a merger with Los Angeles' **Robinson, Fenwick & Haynes**, adding some $4,000,000 billings. Five months later the merger was dissolved because of "account conflicts" and the two agencies went their separate ways . . . Chicago's **Buchen Co.** expanded into the New York market with the acquisition of Dobbins, Woodward & Co., South Orange, N. J., renaming it the eastern division of Buchen Co. . . . L. H. Hartman Co., 29-year-old New York agency, merged into **Grey Advertising**, Mr. Hartman commenting: "I'm 30 years older and my stamina is not the same." . . . Goold & Tierney, New York, merged with **Carpenter-Proctor**, Newark, becoming the New York office for the Jersey agency . . . The ten-month-old merger of **M. Glen Miller Advertising** and **Ladd, Southward & Bentley** terminated and Mr. Miller reestablished his 30-year-old shop . . . Moselle & Eisen, New York, changed its name to **Moselle Advertising** . . . Marx Kaufman Advertising, Baltimore, became **Kaufman-Subotnik** . . . Cleveland's Belden & Frenz became **Belden & Frenz & Lehman** . . . Rothbardt & Haas Advertising, Chicago, became **Robert Haas Advertising** . . . Promotional Advertising Inc., Los Angeles, became the **Len Weissman Co.**

AUGUST

The summer doldrums were supposed to be upon us but certainly not when it came to agency merger activity—both in and out—and new agency openings. **Grant Advertising** made its second move within six weeks, this time buying Chambers, Wiswell, Shattuck, Clifford & McMillan of Boston & Stamford. Ironically, the Chambers agency, founded in 1919, had merged two smaller agencies the previous month—Kenneth A. Young Associates, Boston, and Moore & Co., Stamford . . . New York's 46-year-old Sterling Advertising folded with owner Saul M. Brown and accounts joining **Kastor, Hilton, Chesley, Clifford, & Atherton** . . . Miami's **Bishopric/Green/Fielden** made its second expansion of the year, merging an important Jamaica agency, Gerry Dunlop & Associates . . . **W. S. Roberts Inc.** and **George L. Mallis Inc.**, Philadelphia agencies which merged the year before, decided to go their separate ways . . . Baltimore's Brahms-Gerber Advertising merged with Birnbaum-Wolff & Co. to form **BBG&W Advertising** . . . **Robert Acomb Inc.**, Cincinnati, bought Ball & Davidson, Denver, the latter retaining its corporate identity . . . Marjorie Wilten Advertising, St. Louis, merged with **Ridgway-Hirsch Advertising** . . . Sanders Advertising Agency, Dallas, consolidated with **Clarke Dunagan & Huffhines** . . . One of the top three British agencies, London's **S. H. Benson Ltd.**, invaded Australia with the acquisition of a financial interest in United Service Publicity, Melbourne . . . One of the year's most unusual agencies, **Campaign Associates**, was formed in New York: Raison d'etre; its new and only account, the Republican National Committee . . . Another unusual agency was **Cooperative Advertising Specialists**, formed by Lester Krugman to handle cooperative advertising clients only . . . **City-Wide Advertising Service**, specializing in legal notice advertising, opened in Brooklyn . . . And yet another specialist, **Pete Winters Associates**, for radio-tv accounts, opened in New York . . . **Lawrence Vorhaus Advertising** set up business in Philadelphia . . . **Mel Welsh Advertising Ltd.**, Toronto . . . **Communications Consultants**, a broadcast media specialist, in Brookline, Mass. . . . **Charles Ognibene Associates**, Westhampton, Mass. . . . In Chicago, **Burton G. Feldman Inc.** . . . **Ben Bezoff & Co.**, reactivated in Denver . . . **Rau-Holland-Lawler Inc.** opened in Waukesha, Wis. . . . **Rice Associates**, Oakland, Cal. . . . **Richard T. Clark Co.**, San Francisco . . . William Futterman Advertising, Chicago, changed to **Marc-Reid Advertising** . . . **Guzik & Associates**, San Diego, dissolved.

SEPTEMBER

Agencies large and small, U. S., Canadian, and Hawaiian, succumb to the magic of merger. Ted Bates & Co. merged with Toronto's $6,000,000 Spitzer & Mills, now known as **Spitzer, Mills & Bates Ltd.** . . . The even larger McCann-Erickson acquired Honolulu's Holst & Male, to operate as the **Holst & Male division of McCann-Erickson Advertising (U.S.A.)** . . . **D'Arcy Advertising** completed negotiations for the purchase of San Diego's Armstrong, Fenton & Vinson . . . Also on the West Coast, Portland's Cole & Weber and Condon Co., Tacoma, announced a merger effective Feb. 1, 1961, with the Tacoma agency to become the **Condon division of Cole & Weber** . . . In Canada, two medium-size agencies, E. W. Reynolds Ltd., Toronto, and Ronalds Advertising Agency, Montreal, decided to cast their lots together as **Ronalds-Reynolds & Co.**, bringing their combined estimated billings to around the $10,000,000 mark . . . Down south in a milder climate, Dwight Holmes Advertising, Largo, Fla., merged with **Advertising Inc. of Florida**, St. Petersburg . . . In Milwaukee, Cormack Inc. became a division of **Maercklein Advertising** . . . Sheldon Marks Advertising and Sherman Rifkin Advertising, Beverly Hills, combined to form **Marks/Rifkin Inc.** . . . **R&W Advertising**, a subsidiary of Eckerd's Drug Stores, opened in Charlotte . . . **S. T. Daniels & Co.**, Midland Park, N. J. . . . **Ryder Advertising**, Cleveland . . . **W. C. Zandi Advertising Agency**, Las Cruces, N. M. . . . **Stoneham Advertising**, Van Nuys, Cal. . . . **Martin Deane Wickett Advertising**, Sacramento . . . Sanders & Lowen, New York, changed its name to **Sanders, Lowen & Alexander** . . . Hilton & Gray Advertising, Tampa, became **Howard H. Hilton Advertising** . . . Poorman, Butler & Associates, Muncie, Ind., shortened to **R. J. Poorman & Associates** . . . **Grossfeld & Staff**, Chicago, dissolved.

OCTOBER

Two Chicago agencies in business for more than 50 years became one with the acquisition by **Wade Advertising** of H. W. Kastor & Sons, effective Dec. 1 . . . Among the other mergers of the month, Los Angeles' Guerin, Johnstone, Jeffries combined with Gage, Booth & West to form a new agency, **Guerin, Johnstone, Gage Inc.** . . . In New York, Norman D. Waters & Associates, in business since 1927, consolidated with **Friend-Reiss Advertising** as a division, operating under the name **Norman D. Waters Associates** . . . Samuel Rivkin Co. and Harvard N. Tigler Co., New York, formed **Rivkin-Tigler Co.**, specializing in the jewelry field . . . E. Richards Case Advertising, Easton, Pa., was acquired by **Industrial Marketing Services Co.**, Sparta, N. J. . . . **Market Development Services** opened in New York . . . **Thomas & White Inc.**, West Orange, N. J. . . . **Arnold/Baird Inc.**, Chicago . . . **Schindler-Howard Advertising**, Cincinnati . . . **Rice Advertising**, North Hollywood . . . **Gordon L. Van der Boom**, Los Angeles . . . After 37 years in business under the name Buchen Co., the Chicago agency decided to be known as **Buchen Advertising** . . . Western Outdoor Co., El Paso, changed to **Packer Outdoor Co.** . . . Jack Gilbert Associates, New York, incorporated as **Gilbert & Felix Inc.**

NOVEMBER

An even dozen New York agencies hit the merger trail this month. Biggest was the acquisition of the Chicago-based Caples Co. by the 49-year-old **Geyer, Morey, Madden & Ballard**, its fifth acquisition. Combined billings were said to exceed $35,000,000 . . . Also making its fifth merger and second in 1960, but on a smaller level, was **Kastor, Hilton, Chesley, Clifford & Atherton**, this time acquiring Heineman, Kleinfield, Shaw & Joseph . . . **Galbraith, Hoffman & Rogers** was formed through the merger of Galbraith-Hoffman and Rogers & Collins . . . Women's fashion specialist Sam Chernow affiliated with **Atlantic Bernstein Associates**, itself the result of a recent merger, to operate the **Chernow Sales Promotion Co.** division . . . **George J. Walsh & Co.** acquired all the accounts handled by Marguerite Tuttle Inc., a camp and school specialist . . . Two fashion specialists, Mathews-Latham and Maxwell-Gray, merged to form **Maxwell Latham Mathews Ltd.** . . . Ritter, Sanford & Price went off in all directions. A new agency, **Ritter, Sanford, Miller & Kampf**, resulted from a merger with Harold Miller Co. A second agency, **Daniel H. Price Inc.**, resulted from the departure of Mr. Price . . . In Boston, two industrial agencies, Walter B. Snow & Staff and Culver Advertising, merged. The new name? **Culver Advertising Inc. & Walter B. Snow & Staff**. Oh, well . . . **Davis & Eng**, a new pharmaceutical agency, was formed in New York . . . Also **Norman Steen Advertising** . . . In Chicago **Zed R. Daniels Advertising** opened . . . **Williams & Swanson Advertising** in Spartansburg, S. C. . . . **Henry W. Alexander** opened in San Francisco . . . **Les Sholty Advertising**, Hollywood . . . Hunter & Staples, Sacramento, changed its name to **Miles S. Staples Advertising** . . . Creative Consultants, Washington, became **Warren Adler Ltd.** . . . Ecoff & James, Philadelphia, expanded to **Ecoff & James & Battle Inc.**

DECEMBER

The year drew to a close with flurries of activity on all fronts. Olmsted & Foley, Minneapolis agency, founded in 1943, merged into **MacManus, John & Adams** . . . S. H. Benson Ltd. relinquished its minority stock interest in Ogilvy, Benson & Mather, instead acquired a "substantial" interest in Toronto's four-year-old $4,000,000-plus Breithaupt, Milsom Ltd., which became known as **Breithaupt, Milsom & Benson** . . . Page Otero, who left **McCarty Co.**, Los Angeles, early in 1959 to form Otero & Winters, rejoined with accounts . . . Ambrose & Borrie, Asbury Park, N. J., purchased Severance & Brady and the new name, sad to relate, was **Ambrose & Borrie & Severance & Brady** . . . **Yount Co.** sold its Erie, Pa., office to **Lando Advertising Agency** there and owner John Yount moved to Pompano Beach, Fla., reporting that his office there required fulltime attention . . . **Gerald N. Kurtz Advertising** was formed in New York as an offshoot of Metropolitan Travel Display . . . **Donald J. Greene** opened in Ardsley, N. Y. . . . **Weber-Cohn Inc.** in Chicago . . . **Lindhult & Rockett**, Glenside, Pa. . . . **Finn & Evans Advertising**, Baltimore . . . **B. Harrison Advertising Agency**, Richmond, Va. . . . **Cunningham & Walsh** withdrew from Detroit and was taken over by **Bob Powell Inc.**, vp and general manager for C&W there . . . San Francisco agency veteran M. E. Harlan retired and Harlan & Steedman split into **Steedman & Cooper** and **Fred Cherry Co.** . . . Ralph K. Clark resigned as president of Gerth, Brown, Clark & Elkus to open his own agency, **Ralph K. Clark Co.**, Sacramento . . . **O'Bryan & Associates** opened in Hollywood . . . Veteran Chicago agency man C. Wendel Muench, who operated his own agency for 26 years, resigned from Erwin Wasey, Ruthrauff & Ryan to become a vp and principal in Presba-Fellers & Presba which changed its name to **Presba-Muench Inc.** . . . January's Fladell/Harris Advertising became **Fladell, Harris & Breitner**, New York . . . The New York and Newark operation known as Carpenter-Proctor became **Carpenter, Matthews & Stewart** . . . Campbell & Co., Ann Arbor, Mich., incorporated as **T. F. Campbell & Co.** . . . Van der Boom, Hunt, McNaughton, Los Angeles, became **McNaughton-Laub Inc.** . . . Beset by account losses, **Leonard Wolf & Associates**, New York, closed . . . Along with the rest of the country, agency eyes turned toward Washington to watch a new administration and President deal with the now-not-so-soaring sixties. #

How Billings Are Distributed

Bracketed by Size of Agency

Billings Bracket	No. of Agencies	Total Billings for Group
Over $25,000,000	41	$3,376,000,000
$10-25,000,000	50	765,400,000
$5-10,000,000	49	339,595,000
$1-5,000,000	*118	256,079,000
Under $1,000,000	*222	86,561,000
Domestic Total	480	4,823,635,000
British Agencies	56	558,855,000
Other Foreign Agencies	141	634,799,000
Grand Total	677	6,017,289,000

*Includes only agencies reporting billings to AA. All other domestic group totals are as complete as AA could make them, and include estimates for agencies not reporting.

Agency Billings Addenda

The following profiles are of 10 agencies that reported after deadline for the Agency Billings Section in this issue:

Agricultural Information Service, Butler, Pa., billed $82,220 in 1960, including $72,380 in capitalized fees. In 1959, the agency billed $65,145 including $52,490 in fees. The agency gained National 4-H Service Committee and lost no accounts. Billings breakdown: Direct mail 80.5%, farm publications 12%, radio 6%. The agency employs two persons in one office. It expects '61 volume to be about the same as last year.

Harris & Weinstein Associates, Atlanta, billed $609,314 in 1960, including $269,201 in capitalized fees. In 1959, the agency billed $496,164, including $229,243 in capitalized fees. Harris reported no gains or losses in accounts. Billings breakdown: Newspapers 16%, magazines 40%, radio 5%, television 17%, outdoor 6%, business publications 10%, telephone directories 6%. Harris employs ten persons in one office. It expects a 10% gain in volume this year.

BELGIUM

Planning Publicitaire VDM, Brussels, billed $897,466 in 1960, of which $482,014 represented capitalized fees. Comparable figures for 1959 were $878,621 and $535,969. During the year the agency added Vierge Noire coffee, Peter Pan foundation garments and Fay paper handkerchiefs and towels. No accounts were dropped. Printed matter took 44% of billings, cinema advertising 22%, newspapers 14%, magazines 4%, outdoor 2%, business publications 2%, and other media 12%. The agency has 24 employes and looks for a 5% volume increase in 1961.

Advertising International, Brussels, billed $800,000 in 1960, compared with $500,000 in 1959. No accounts were lost, while Liebig soups, Fort food products and Dobbelman's Castella detergent were added. Newspapers took 35% of billings, magazines 15%, cinema advertising 12%, printed matter 11%, outdoor 10%, point of sale 10%, business publications 5% and transit advertising 2%. The agency has 18 employes and forecasts a 30% gain in volume for 1961.

BRITAIN

F. John Roe Ltd., Manchester, billed $2,940,000 in 1960, compared with $2,240,000 in 1959. The agency had a good new-business year, adding Rufflette curtain tapes, track and fittings, Cellolite blankets and Kilverts lard, suet and margarine. The agency also picked up O-Cedar mops and polishes for 1961.

Billings breakdown: press 65%, television 15%, outdoor 15%, other media 5%. This is a medium-size agency which instituted a vigorous policy of expansion in its 40th anniversary year in 1959. Important accounts are Ewbank carpet sweepers, Lin-Can canned foods, Kardomah tea and coffee, Tizer soft drinks, John Noble mail order, Ditchburn automatic music and vending machines, Blackpool Holiday resort and Tyne brand canned meats. The agency employs 85 persons in two offices and expects to see 1961 volume 10% higher than 1960.

ECUADOR

Publicidad Huerta, Guayaquil, billed $60,000 in 1960, compared with $50,000 in 1959. The agency reports the addition of eight accounts during the year. It put 80% of its billings into newspapers, 16% in radio and 2% each in magazines and supplements. The agency has 10 employes and looks for a 15% volume gain in 1961.

HONG KONG

Marklin Advertising, Hong Kong, billed $410,000 in 1960, of which $80,000 represented capitalized fees. Comparable figures for 1959 were $300,000 and $60,000. The agency, part of the Marklin chain which operates offices in Singapore, Kuala Lumpur and Bangkok, as well as Hong Kong, added three new accounts during the year—Procter & Gamble, Parke, Davis and Alcan Asia Ltd.; no accounts were lost. Newspapers took 40% of billings, radio 20%, outdoor 25%, television 7%, supplements 2%, business publications 3% and point of sale 3%. The agency has 34 employes and looks for a volume gain of 25% in 1961.

MEXICO

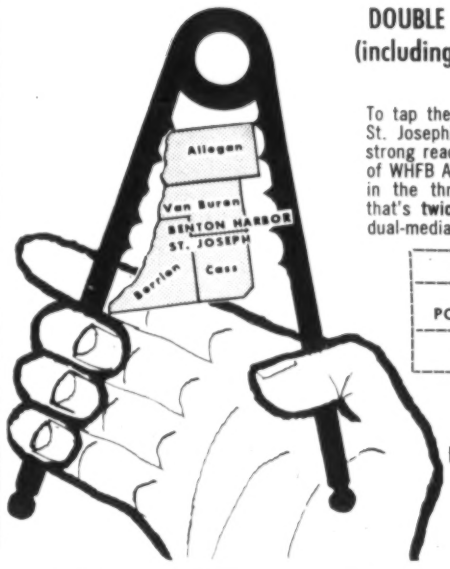
Noble Advertising, Mexico City, billed $5,949,260 in 1960, of which $1,989,650 represented capitalized fees. Comparable figures for 1959 were $5,194,400 and $1,926,278. The agency, regarded as the largest in Mexico, added four accounts during the year—Campbell soups, Berlitz, All-State Insurance and Manufacturas Plasticas; Eagle Pencil and Robina S.A. were dropped. Radio took 45% of billings, television 32%, newspapers 9%, magazines 8%, outdoor 2% and other media 4%. The agency has 121 employes in three offices and looks for a 15% volume gain in 1961.

SWEDEN

Gunther & Back, Stockholm, billed $2,750,000 in 1960, of which $200,000 represented capitalized fees. Comparable figures for 1959 were $2,500,000 and $200,000. During the year the agency added Ford Motor Co. (U.S. and German cars). Among its other clients are American Machine & Foundry, General Foods, Goodyear, Husquarna, R. J. Reynolds Tobacco, Shell and the Swedish Tobacco Monopoly. Newspapers took 62% of billings, magazines 22%, business publications 7%, outdoor 5% and point of sale 4%. During the year the agency opened a branch office in Madrid, Spain. It has 120 employes in three offices and looks for a 10% volume increase in 1961.

Tessab Annonsbyra, Stockholm, billed $3,460,000 in 1960, compared with $2,940,000 in 1959. The agency added Vick Chemical during the year. Newspapers took 47% of billings, magazines 28%, business publications 6%, cinema advertising 5%, point of sale 9%, outdoor 2%, transit advertising 1% and other media 2%. The agency has 104 employes and forecasts a 15% billings gain for 1961.

(More agency billings on Page 174)



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

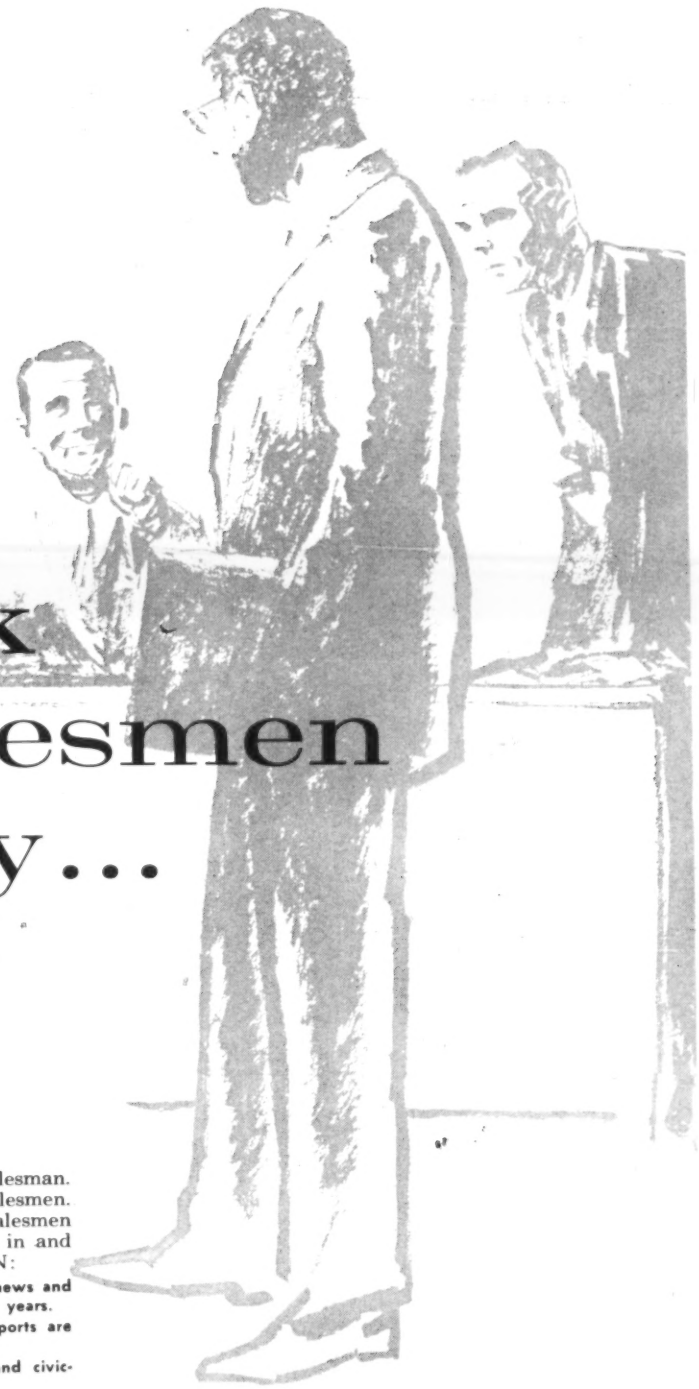
To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach**, utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.



You pick your salesmen carefully...

Choose your air salesmen just as carefully . . .

Check List for Hiring Salesmen:

- ✓ INTEGRITY
- ✓ STABILITY
- ✓ RESPONSIBILITY

You look for these qualities when you hire a salesman. Be just as sure you get them when you hire *air* salesmen. In Des Moines KRNT and KRNT-TV Air Salesmen have these qualities. That's why people believe in and depend on KRNT RADIO AND TELEVISION:

- **People have been dialing KRNT Radio for reliable news and sports information for 26 years. Highest ratings for years.**
- **ARB and Nielsen prove our television news and sports are also the "preferred ones". Always top rated.**
- **The community knows locally-produced religious and civic-minded shows appear regularly in our schedules.**
- **Local radio advertisers have given us by far the biggest share of business in a six-station market.**
- **Local television advertisers have given us 80% of the local business in a three-station market.**

Check our ratings with the Katz Man.
He can help you hire our salesmen, too.

KRNT
Radio and TV – Des Moines

An Operation of Cowles Magazines and Broadcasting, Inc.

Tax Men Hear Dispute on Definition of 'Newspaper' as Tax Exempt for Co-op

Accredited Home Group Asks Inclusion of Shoppers; No, Declare ANPA, NEA

WASHINGTON, Feb. 21—The Internal Revenue Service found itself in the middle this week, as spokesmen for newspaper publishing organizations struggled for shares of tax free co-op advertising funds.

Under a law passed by Congress last summer, co-op funds which manufacturers collect from retailers are no longer regarded as part of the price base in computing federal excise tax obligations. Internal Revenue Service gets involved, however, because Congress—in an effort to confine co-op to measured media—specified that the tax exemption applies only to co-op funds spent in newspapers, and for local radio-tv advertising.

Earlier, IRS tackled the problem by drafting a definition of "newspaper" which excludes many giveaway publications, without specifically closing the door to all non-second class matter (AA Jan. 2). At a one-day hearing last week, three different publishing organizations contended IRS should make a fresh start.

■ Two groups—American Newspaper Publishers Assn. and National Editorial Assn.—urged IRS to use Post Office definitions, so that co-op would go only to publications eligible for second class mailing privileges.

Accredited Home Newspapers of America, which speaks for "shopping" and "community" newspapers, countered that the government should not establish regulations which would benefit one segment of the industry at the expense of another.

ANPA and NEA spokesmen emphasized the experience of the Post Office Department. Since 1879, NEA argued, the Post Office has stood by a definition which specifies that newspapers have paid circulation and are devoted primarily to the distribution of news.

"The Post Office has been dealing with newspapers since Colonial days and has evolved a workable definition which is understood by the industry," NEA argued. Noting that the Post Office definition of newspaper is also the basis of many state laws, NEA said IRS should adopt it as its own.

■ ANPA said the failure of IRS to refer to paid circulation in its proposed rule is a basic defect. Without this criterion, ANPA said, it will be extremely difficult, if not impossible, to distinguish "with certainty" between a newspaper and various forms of printed matter.

The association noted that the Standard Industrial Classification system used by the government generally, including the Census Bureau, specifically puts shopping newspapers under "miscellaneous publishing," instead of newspapers. It emphasized that 43 states have statutory definitions of "newspaper," and "virtually all of these definitions include some reference to a requirement of paid circulation."

■ Accredited Home Newspapers of America said it approves of the action of Congress "clarifying" the status of co-op funds, but it opposes all attempts to restrict advertising in any way, particularly by limiting the media that can be used.

"The selection of media should be left to the good judgment of the advertiser who, through experience, is the best judge of what media will serve his purpose economically and effectively," the association observed.

It likewise cited government actions to support its case. It noted that the Federal Trade Commission's "Guides for Advertising Allowances & Other Merchandising Payments & Services" specifies that where a retailer is too small to use the large metropolitan daily or is interested only in advertising in his own trade area, he must be allowed to use alternative media such as the neighborhood or shopping newspaper.

■ Falling back on War Production Board regulations drafted during World War II for the rationing of newsprint, it suggested that the term "newspaper" should be broad enough to include regularly issued periodicals for "the dissemination of news and/or advertising," but with a provision that handbills, or publications conducted as an auxiliary to or for the advancement of a particular business, are excluded.

If the Post Office rule is used, the shopping and community publications argued, many shopping newspapers presently recognized and used by national advertisers would be excluded. "In many localities, such publications are the only media available to the local merchant to saturate his trading area," said Accredited Home Newspapers.

■ In support of its contention that publications containing 100% advertising should qualify as "newspapers' for the purposes of the co-op ad law, the association argued, "The right of the public to know is not necessarily limited to the editorial content of a newspaper. The public has an equal right to know of the products and services available to them. Advertising is news in every sense of the word and should be so considered." #

Dix Proud Lehman Veckly

GAB SESSION—*Socializing at the 29th annual meeting of Business Publications Audit of Circulations in New York are Arthur M. Dix, Conover-Mast; C. James Proud, Advertising Federation of America; A. W. Lehman, Advertising Research Foundation; and John Veckly, U.S. Steel Corp.*

SAWYER RETIRES—*Howard G. Sawyer (left), Marsteller, Rickard, Gebhardt & Reed, retiring board chairman of Business Publications Audit of Circulations, discusses a point at the 29th annual meeting of BPA with Louis J. Perrottet, Conover-Mast, who is chairman of National Business Publications.*

Warner-Lambert, 3 M's End Merger Negotiations

Warner-Lambert Pharmaceutical Co. and Minnesota Mining & Mfg. Co. have permanently ended merger negotiations. In December, discussions were suspended pending a study of the merger plan by the Department of Justice (AA, Dec. 26, '60). It has not expressed any opinion on the legality of the merger. In 1958 Warner-Lambert negotiated a merger with R. J. Reynolds Tobacco Co. and that move was subsequently rejected.

Carrollton Mfg. Moves Account to Waldie & Briggs

Carrollton Mfg. Co., Carrollton, O., manufacturer of stainless steel sinks and utensils, has moved its advertising account from Grant, Schwenck & Baker to Waldie & Briggs, Chicago. The account reportedly bills between $150,000 and $200,000.

The appointment follows the departure of Elkay Mfg. Co., sink producer, from Waldie & Briggs to Peitscher, Janda/Associates (AA, Jan. 23).

Rosen Adds 2 Accounts; Moves

Sy Rosen Advertising, New York, which has moved to larger quarters at 15 E. 40th St., has added two new accounts. They are *Musical Merchandise Review* and *Jewelers' Pre-Views*, published by McKernin Publishing Co., New York, and United Transformer Corp., maker of electronic component parts. Gramercy Advertising formerly handled the publications.

HAM-BERRY PUSH—*Armour & Co. and Ocean Spray Cranberries Inc. have teamed up for an Easter Ham-Berry promotion and will run full-color page ads like this one in March issues of Life and Look.*

Armour, Ocean Spray to Join in Easter Ham-Berry Campaign

CHICAGO, Feb. 21—A Ham-Berry Holiday promotion, centered on Easter time, will be staged this spring by Armour & Co. and Ocean Spray Cranberries.

Color pages containing a recipe for canned Armour ham with a glaze of Ocean Spray cranberry sauce, are scheduled for the March 20 issue of *Life* and the March 28 issue of *Look*.

In addition, Armour will run pages and 1,200-line ads in newspapers in 46 markets during the push. By mailing in two Ocean Spray labels and a key strip from an Armour ham, consumers will receive a coupon good for an additional two cans of cranberry sauce and a coupon good for 50¢ off on an Armour ham.

■ N. W. Ayer & Son will receive credit for Armour's magazine ads, and Young & Rubicam, which recently replaced Ayer on the Armour account, will place the newspaper ads. Batten, Barton, Durstine & Osborn is Ocean Spray's agency. #

KGBS Show to Examine Advertising Industry

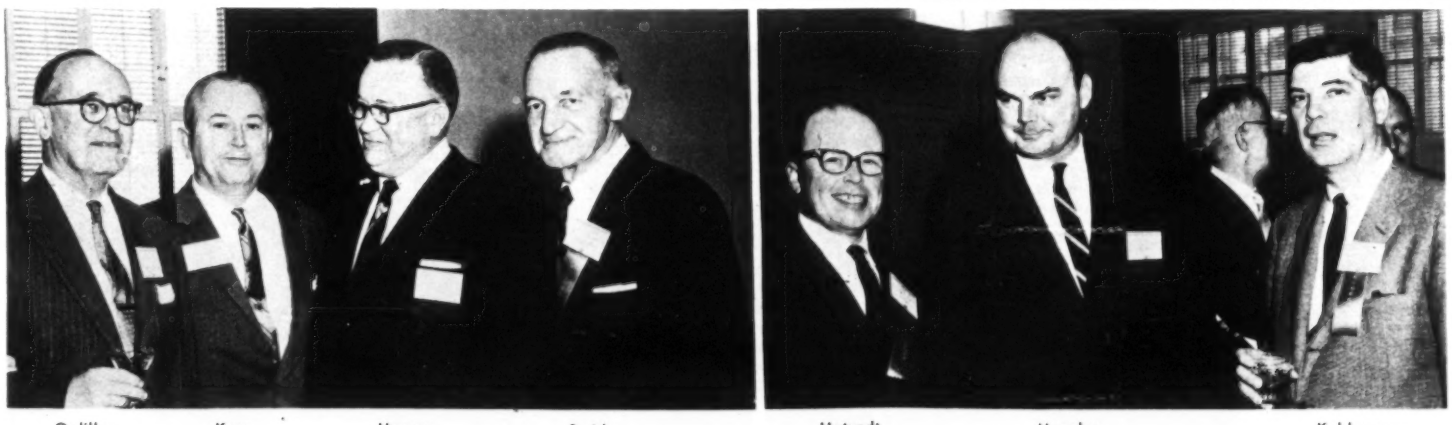
KGBS, Los Angeles, will present on March 5, an "in-depth" program dealing with the advertising industry and its importance to the American economy on its new public service program, "Inquiry." "The Advertising Story" will feature members of the Junior Advertising Club of Los Angeles, who will be questioned by two KGBS newsmen.

NBC-TV, ABC-TV Add Sponsors

Minute Maid Corp., Orlando, Fla., (Ted Bates & Co.) and Tupperware Home Parties (Batten, Barton, Durstine & Osborn) have signed as co-sponsors of the hour color aquatic special from Florida, "Marineland Circus," on NBC-TV Easter Sunday, April 2, at 8 p.m. (EST). Also at NBC-TV, Mutual of Omaha (Bozell & Jacobs) has signed to sponsor six of the half-hour Sunday series, "Chet Huntley Reporting." Kemper Insurance Cos. (Clinton E. Frank Co.) was a previous sponsor of the Huntley news show. ABC-TV reported Bulova Watch Co. (McCann-Erickson) as backer of its hour Pat Boone special April 20 at 8:30 p.m. (EST).

Lee Filter Names King

Lee Filter Corp., Edison, N. J., manufacturer of engine filters, has named Joseph P. King, formerly an account executive with Smith/Greenland Co., New York, to the new post of ad manager.



Galillee Kron Harper Smith Hotvedt Murphy Kohlman

AT BPA MEETING—*Pictured at the 29th annual meeting of Business Publications Audit of Circulations in New York are John Galillee, Canadian Controlled Circulation Audit Board; Arthur Kron, Gotham-Vladimir, and Office of Certified Circulation; Robert E. Harper, National Business Publications; Junius Smith, Clark Publishing Co.; Burton E. Hotvedt, Brady Co., and new chairman of BPA; James Murphy, Allis-Chalmers Mfg. Co.; and Clem W. Kohlman, American Cyanamid Co. (For profile on Mr. Hotvedt, see Page 30).*

Here's how Ralston Purina serves it up, à la TV Guide

TV GUIDE—the uniquely different magazine merging the excitement of television with the permanence of print—provides a rich soil for advertisers with fertile imaginations. In 4 pages—you saw the ad in the February 25 issue—Ralston sang the praises of Chex-Mates 9-pack cereal, offered an 11c-off coupon, and dropped in a print boost for its sponsored TV shows. The whole story (via Guild, Bascom & Bonfigli) was administered in whimsical, bite-sized bits of copy, spoofing TV GUIDE's own program listings. Some sample titles: Candid Coupon; The Price Is Less; Have Chex, Will Eat.

Of course, TV GUIDE is a natural vehicle for anyone who hopes to join America at mealtime. It takes a bigger bite of the food-conscious Young Married (18-34) audience than any other magazine. What's more, it carves a larger slice of food-store magazine sales than any other nationally distributed magazine, weekly or monthly. What's your approach for selling food in print? Whether it's hard sell, soft sell, spoof sell, or any other kind of sell, you'll find you sell better in the weekly magazine that *sells itself* best.

TV GUIDE

BEST-SELLING WEEKLY MAGAZINE IN AMERICA

PHOTO REVIEW OF THE WEEK

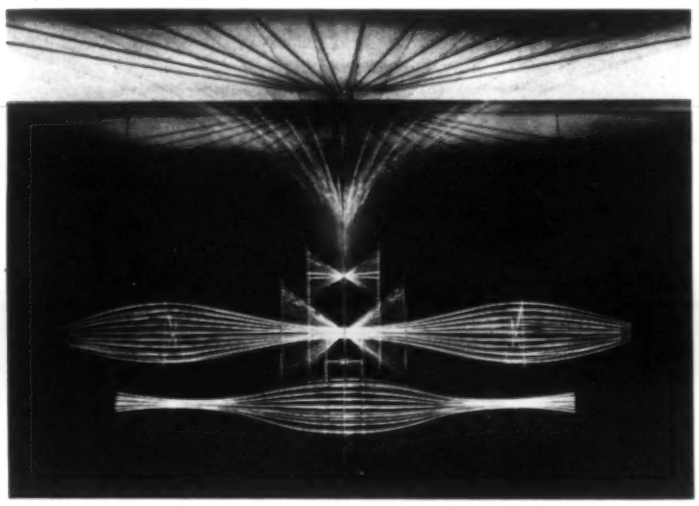
Terry Coy Benham McGovern Schutte
Wallace Stuart

HONORED GUEST—*New officers of Milline Club of San Francisco, a social ad group, surround their favorite guest, selected to represent the absent Russ Coglin, ABC, new vp. Other officers are Charles Stuart, Bank of America, president; Lloyd McGovern, Edward Petry & Co., treasurer; Jack Wallace, Sunset Magazine, secretary; and Richard Schutte, Robert Eastman Co., chairman of the membership and attendance committee. Board members are Walter Terry, Johnson & Lewis; John Coy, Bolling Co.; Arthur Benham, San Francisco Examiner, and Alan Cundall (not shown), Guild, Bascom & Bonfigli.*

WORKING MODEL—*Fedders Corp.'s new air conditioner with built-in clock timer was a natural for this outdoor poster. The clock in the poster works. Fedders' New York distributor, L&P Electric Co., is the advertiser. Fried Advertising, Forest Hills, N.Y., is the agency.*

Stastny Landers Lansell Farran Davis Hecker Heck

AGENCY VETS—*Charles Farran, president of Griswold-Eshleman Co., Cleveland, stands with veteran employes honored with gifts for long service: Frank Stastny (15 years), Betty Landers (15 years), Flora Lansell (10 years), John Davis (36 years), Edward Hecker (15 years), and Parker Heck (15 years).*



"HOMAGE TO OUR AGE"—*This aluminum "sculpture construction" by Richard Lippold now hangs in the main reception room of J. Walter Thompson Co.'s New York office. The agency commissioned the work as "a suitable physical expression of its creative and forward-looking philosophy." The sculptor explains the work as seeking to "describe the forms of water, earth and air by means of various scientific theories of matter and space."*

ALOHA—*South Pacific Airlines will run this ad in the March Sunset to tell westerners about its fast service to Hawaii. Fuller & Smith & Ross is the agency.*

Monteiro Bhering Nogueira Merrick

HONORED—*Robert F. Merrick, manager of J. Walter Thompson Co.'s operations in Brazil for 18 years, receives the Ordem do Cruzeiro do Sul—the highest honor the Brazilian government confers on non-Brazilians—from Silvio Bhering, president of the Brazilian Advertising Assn.; Antonio A. Nogueira, manager of JWT's Sao Paulo office; and Humberto Monteiro, chairman of the board of Ford Motor do Brasil S/A.*

Connor Clark Lane Schump Rippey

SPRING TONIC—*Cecil Connor, Connor Advertising Agency, gives tonic to Bradley Lane, Bradley Lane Advertising Agency, as Arthur G. Rippey, Rippey, Henderson, Bucknum & Co. takes the patient's pulse. Watching the "operation" at the Denver "Spring Tonic" seminar Feb. 11 during Advertising Week (AA, Feb. 20) are Harold Walter Clark, Harold Walter Clark Inc.; Walter Schump, Walter L. Schump Advertising.*

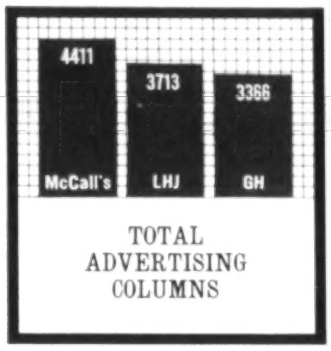
SIZZLE—*Agar Packing Co., Chicago, is using spectaculars like this in the Chicago area. Design credit goes to Frank Smetka, art director of H. M. Gross Co., Chicago.*

NUMBER ONE...BAR NONE

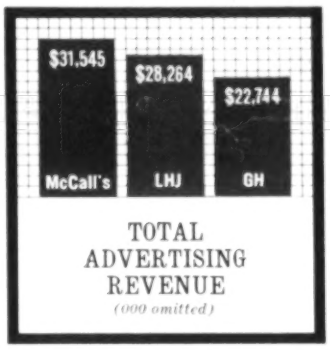
two dozen reasons why McCall's is

FIRST MAGAZINE FOR WOMEN

All advertising and editorial figures derived from PIB and Lloyd H. Hall for the full year 1960



TOTAL ADVERTISING COLUMNS



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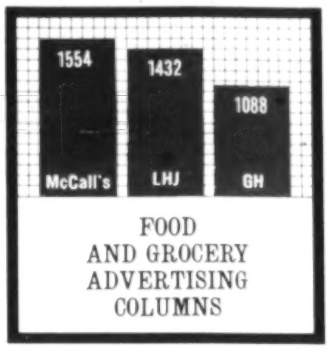

FOOD AND GROCERY ADVERTISING COLUMNS

FOOD AND GROCERY ADVERTISING REVENUE
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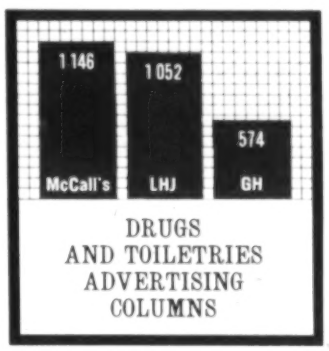
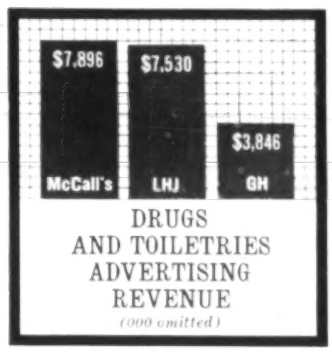


DRUGS AND TOILETRIES ADVERTISING COLUMNS



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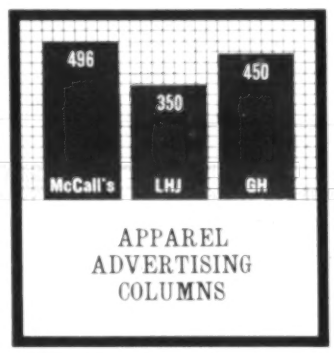

APPAREL ADVERTISING COLUMNS

APPAREL ADVERTISING REVENUE
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HOME FURNISHING AND BUILDING ADVERTISING COLUMNS

HOME FURNISHING AND BUILDING ADVERTISING REVENUE
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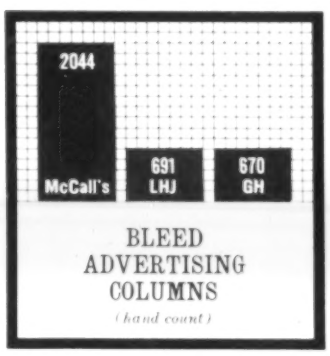

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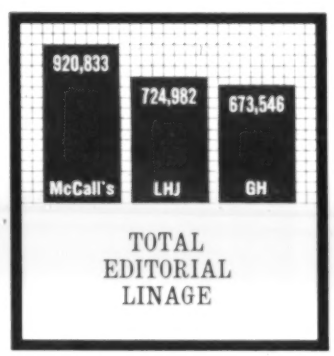
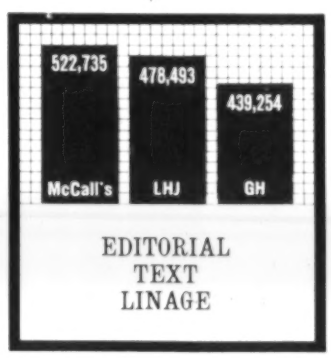


TOTAL EDITORIAL LINAGE



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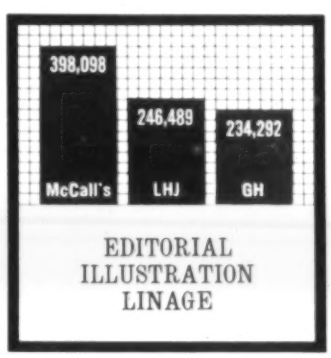

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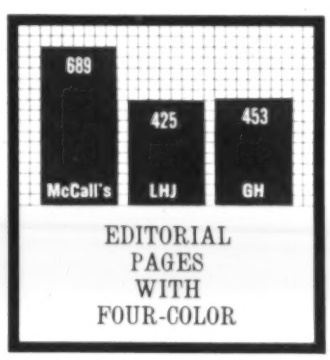
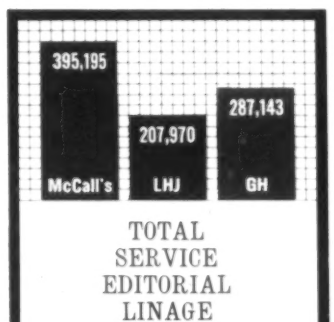


EDITORIAL PAGES WITH FOUR-COLOR



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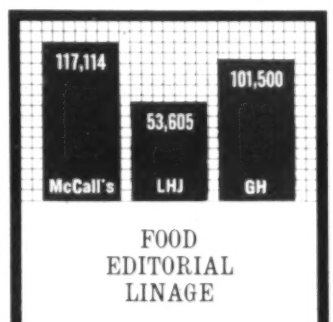
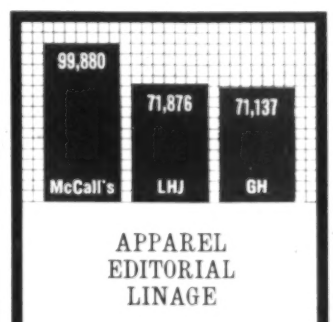
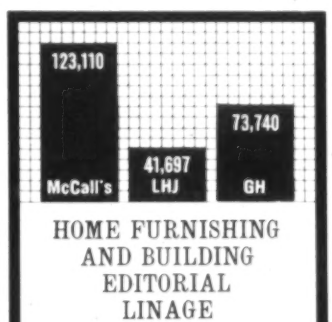


FOOD EDITORIAL LINAGE



APPAREL EDITORIAL LINAGE



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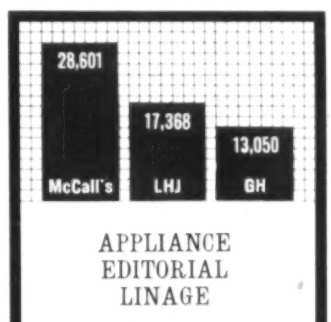

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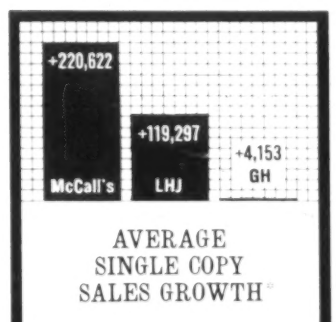
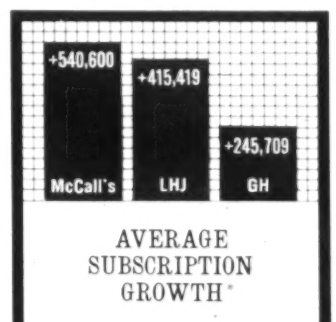


AVERAGE SINGLE COPY SALES GROWTH*



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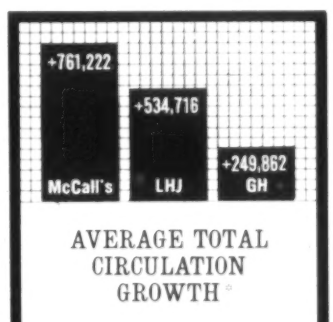
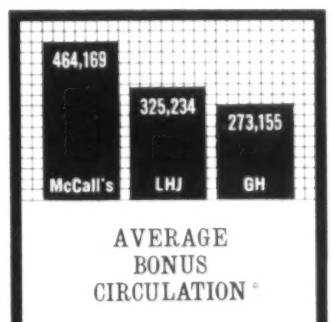


AVERAGE TOTAL CIRCULATION GROWTH*



AVERAGE BONUS CIRCULATION*

The breadth and new vision of this magazine have created an exciting climate of excellence in publishing. Its effect is found on the faces of women, in their thoughts, in their shopping, in **McCall's** the confidence of advertisers. It is the first magazine in the women's service field—it is the first in every area. Its program is simple: For the best results, simply produce the best magazine.

**Based on ABC figures for the first 9 months 1960 vs 1959. Official ABC figures for last quarter 1960 will be published by McCall's as soon as available.*

Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

January Figures

	in Pages		in Lines		Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960	Jan. 1961	Jan. 1960
General Farm Publications (January)						
†Arizona Farmer-Ranchman (bw)	47.4	72.8	35,859	55,029	35,085	52,848
New England Homestead (sm)	21.3	21.0	14,916	14,715	11,622	11,876
††Rural New-Yorker: (m) New York-New England Ed.	21.4	24.2	16,310	18,840	14,282	15,659
Penn-Jersey Farming Ed.	17.4	21.7	13,254	16,567	11,226	13,746
Pacific Northwest Farm Quad: (sm)						
The Idaho Farmer	28.1	26.4	21,229	19,963	20,102	18,943
The Oregon Farmer	23.4	27.9	17,691	21,122	16,549	20,044
The Washington Farmer	23.1	29.7	17,434	22,450	16,224	21,379
The Utah Farmer	26.0	25.6	19,670	19,339	17,873	18,323
Weekly Star Farmer: (w)						
≠Kansas Edition	11.7	11.1	28,824	27,508	14,657	14,007
≠Missouri Edition	11.3	11.0	27,976	27,311	14,033	13,776
≠Okla.-Ark. Edition	9.2	9.6	22,697	23,791	11,130	12,830
Average 3 Editions	10.7	10.6	26,499	26,203	13,273	13,538
Total Group	218.7	259.9	18,862	214,228	156,236	186,356
Farm Organization & Education (January)						
†Iowa Farm Bureau Spokesman (w)	50.8	60.3	51,560	61,205	48,284	52,540
Washington Grange News: (sm)						
≠East Edition	9.7	11.0	10,556	11,991	10,248	11,683
≠West Edition	9.3	10.4	10,080	11,305	9,772	10,997
Average 2 Editions	9.5	10.7	10,318	11,648	10,010	11,340
Total Group	60.3	71.0	61,878	72,853	58,294	63,880
Dairy & Livestock (January)						
Corn Belt Farm Dailies: (d)						
The Drovers Journal, Chicago	26.6	28.5	57,317	61,452	31,112	36,914
The Drovers Telegram, Kansas City	28.3	27.7	60,965	59,639	36,693	36,549
The Stockman's Journal, Omaha	34.0	34.8	73,342	73,985	40,755	43,566
The Livestock Reporter, St. Louis	21.5	23.0	46,445	49,553	27,108	32,811
Dairymen's League News (bw)	8.1	16.5	5,901	11,994	5,302	11,309
Western Livestock Reporter (w)	32.2	26.6	43,277	35,750	11,480	8,372
Total Group	150.7	157.1	287,247	292,373	152,350	169,521
Poultry (January)						
†The Poultryman: (w)						
Dixie Edition	19.0	19.7	20,596	21,399	7,925	10,461
National Edition	14.9	18.3	16,220	19,803	4,935	9,873
New England Edition	18.5	22.9	20,110	24,868	6,363	13,118
New Jersey Edition	17.7	26.6	19,267	28,909	7,120	16,405
Canadian (January)						
Country Guide (mon)	42.3	42.9	30,430	30,914	30,430	30,914
Family Herald (w)	52.7	58.7	51,392	57,321	31,568	39,017
Farmer's Advocate & Canadian Countryman (sm)	25.3	28.8	17,685	20,179	14,858	17,410
Free Press Prairie Farmer (w)	62.2	68.0	69,318	77,759	31,434	38,272
Le Bulletin Des Agriculteurs (mon)	30.0	43.3	21,081	30,333	21,081	30,333
≠Western Producer (w)	42.5	45.6	45,472	48,565	23,030	27,786
Total Group	212.5	241.7	189,906	216,506	129,281	155,946

≠Not included in totals. †Two issues January 1961; three issues January 1960. ††Two issues January 1961; four issues January 1960. †Four issues January 1961; five issues January 1960.

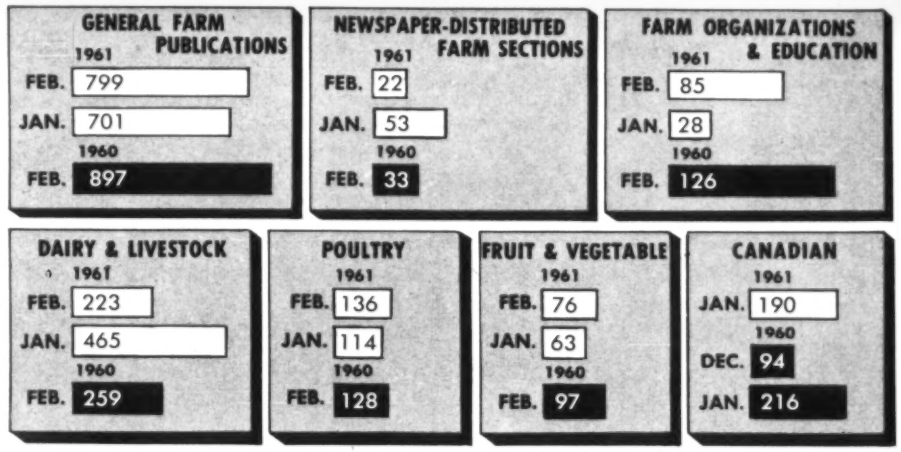
February Figures

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Feb. 1961	Feb. 1960	Jan.-Feb. 1961	Jan.-Feb. 1960	Feb. 1961	Feb. 1960	Jan.-Feb. 1961	Jan.-Feb. 1960	Feb. 1961	Feb. 1960
§***General Farm Publications (February)***										
Alabama Farmer:										
≠South Edition	9.0	—	16.7	—	6,828	—	12,662	—	6,546	—
≠North Edition	8.8	—	16.4	—	6,637	—	12,379	—	6,357	—
Average 2 Editions	8.9	—	16.6	—	6,733	—	12,520	—	6,451	—
American Agriculturist (sm)	31.2	48.9	53.7	76.9	22,745	35,612	39,133	55,980	20,066	33,131
Arkansas Farmer: (mon)										
≠Delta Edition	19.7	25.9	30.3	41.2	14,909	19,614	22,949	31,185	14,579	19,177
≠Western Edition	15.6	22.0	26.0	34.7	11,815	16,619	19,666	26,242	11,485	16,507
Average 2 Editions	17.7	23.9	28.2	37.9	13,362	18,116	21,308	28,713	13,032	17,842
Business Farming: (mon)	28.1	36.4	50.5	68.4	12,639	16,384	22,728	30,726	10,419	14,437
Colorado Rancher & Farmer (sm)	44.5	54.2	71.8	90.5	33,663	41,013	53,297	68,486	32,116	38,843
Dakota Farmer (sm)	49.4	62.7	79.9	104.3	38,741	49,128	62,641	81,750	35,696	47,386
†Electricity on the Farm (mon)	6.9	8.7	6.9	14.0	2,364	4,891	2,364	4,891	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
≠Southeastern Edition	37.3	50.2	69.0	80.6	15,991	21,517	29,616	34,561	13,463	19,159
≠Southwestern Edition	37.7	46.6	67.4	76.3	16,159	19,983	28,909	32,536	13,390	17,275
Average 2 Editions	37.4	48.8	68.4	78.8	16,057	20,918	29,340	33,771	13,434	18,424
The Farmer (sm)	107.7	108.1	175.4	174.7	84,464	84,779	137,495	136,948	76,044	77,627
Farmer-Stockman: (mon)										
≠Oklahoma Edition	44.7	45.9	73.2	74.3	33,992	34,899	55,688	56,481	31,245	31,951
≠Texas Edition	40.8	40.9	75.3	70.7	30,973	31,086	57,210	53,705	28,236	28,110
Average 2 Editions	42.7	43.4	74.2	72.5	32,483	32,993	56,449	55,094	29,741	30,031
≠Farm Journal: (mon)										
≠Central Edition	118.7	97.2	174.9	177.5	50,905	41,711	75,033	76,149	—	—
≠Eastern Edition	102.2	76.6	148.1	144.2	43,839	32,844	63,533	61,849	—	—
≠Southeastern Edition	89.0	66.2	133.4	118.0	38,192	28,412	57,244	50,607	—	—
≠Southwestern Edition	89.9	66.4	132.8	118.1	38,550	28,484	56,959	50,679	—	—
≠Western Edition	99.2	85.6	148.3	149.1	42,554	36,708	63,608	63,979	—	—
Average 5 Editions	99.8	78.4	147.5	141.4	42,808	33,632	63,275	60,653	—	—
Georgia Farmer: (mon)										
≠North Edition	13.2	22.0	19.8	33.8	10,002	16,647	15,071	25,601	9,887	16,501
≠South Edition	13.8	25.7	21.7	38.6	10,471	19,440	16,424	29,150	10,356	19,294
Average 2 Editions	13.5	23.9	20.8	36.2	10,237	18,044	15,747	27,376	10,122	17,898
*≠Kansas Farmer (sm)	53.1	54.1	106.3	81.9	40,804	41,543	81,641	62,877	37,588	36,380
Mississippi Farmer: (mon)										
≠Delta Edition	12.9	20.7	18.9	33.3	9,760	15,704	14,334	25,161	9,550	15,454
≠Eastern Edition	9.0	15.9	14.5	26.7	6,806	12,013	11,002	20,125	6,596	11,763
Average 2 Editions	10.9	18.3	16.7	30.0	8,283	13,858	12,668	22,643	8,073	13,608
*≠Missouri Ruralist (sm)	63.9	60.8	105.1	89.8	49,092	46,679	80,729	68,986	44,100	39,793
Montana Farmer-Stockman (sm)	64.5	75.3	104.6	128.6	48,784	56,914	79,115	97,197	37,829	45,689
Nebraska Farmer (sm)	101.7	106.1	166.7	170.4	76,915	80,250	126,084	128,870	65,982	67,648
New Mexico Farm & Ranch (mon)	19.7	20.4	35.4	38.5	14,917	15,481	26,824	29,131	14,833	15,375
Prairie Farmer: (sm)										
≠Illinois Edition	123.3	128.0	201.2	200.8	89,823	93,190	146,522	146,164	78,485	81,323
≠Indiana Edition	113.1	120.6	184.3	191.0	82,347	93,190	134,134	139,072	71,009	75,957
Average 2 Editions	118.2	124.3	192.7	195.9	86,085	90,507	140,328	142,618	74,747	78,640
Progressive Farmer: (mon)										
≠Carolina-Va. Edition	90.3	107.7	137.4	163.6	61,412	73,251	93,462	111,259	58,562	70,123
≠Ga.-Ala.-Fla. Edition	89.3	104.5	136.4	161.4	60,714	71,076	92,739	109,748	57,941	67,243
≠Ky.-Tenn.-W. Va. Ed.	77.1	98.1	119.6	148.2	52,444	66,709	81,296	100,743	49,799	63,769
≠Miss.-La.-Ark. Edition	78.4	90.9	118.5	139.0	53,313	61,828	80,577	94,548	50,742	58,796
≠Texas Edition	81.7	91.1	122.8	138.1	55,556	61,959	83,613	93,922	52,490	58,305
Average 5 Editions	83.4	98.5	126.9	150.1	56,688	66,964	86,338	102,044	53,907	63,647
Southern Planter: (mon)										
≠N. Car., S. Car., Ga. Ed.	26.3	29.7	47.0	52.8	18,441	20,757	32,957	36,912	17,694	19,795
≠Va., W. Va., Md., Del. Edition	37.5	37.0	62.7	60.7	26,246	25,932	43,905	42,494	25,499	24,970
Average 2 Editions	31.9	33.4	54.9	56.8	22,344	23,345	38,432	39,704	21,597	22,383
≠Successful Farming (mon)	80.1	61.3	120.0	118.0	36,047	27,607	53,994	53,906	35,733	27,433
Wallaces' Farmer (sm)	107.0	114.6	178.6	197.8	83,879	89,869	139,997	155,046	73,313	80,021
Western Crops & Farm Management (mon)	28.3	29.5	54.0	52.1	12,144	12,670	23,152	22,373	12,144	12,670
Western Farm Life: (sm)										
≠Regular Edition	18.0	18.5	41.2	44.9	14,116	14,537	32,305	35,195	10,532	10,267
≠Eastern Edition	23.0	24.5	55.0	61.1	18,156	19,169	43,108	47,908	14,572	14,899
Average 2 Editions	20.5	21.5	48.1	53.0	16,136	16,853	27,706	41,552	12,552	12,583
Wisconsin Agriculturist & Farmer (sm)	77.4	92.8	130.4	144.6	60,716	72,028	102,165	112,637	59,325	70,795
Wyoming Stockman-Farmer (mon)	50.9	46.7	96.2	86.0	38,528	36,638	72,800	66,850	31,017	30,366
Total Group	1,102.4	1,231.4	1,851.6	2,058.0	798,636	897,636	1,328,631	1,484,390	711,440	819,044
Newspaper Distributed Farm Sections										
Iowa Farm & Home Register (mon)	13.1	23.0	25.3	32.5	13,115	23,009	25,319	32,596	12,882	22,763
Texas Ranch & Farm (mon)	9.0	10.0	49.7	58.5	8,974	10,010	49,700	58,506	8,652	9,506
Total Group	22.1	33.0	75.0	91.0	22,224	33,019	75,019	91,102	21,544	32,269
§***Farm Organization & Education (February)***										
Agricultural Leaders' Digest (mon)	7.0	6.0	15.2	14.9	3,015	2,564	6,556	6,422	3,015	2,546
Better Farming Methods: (mon)										
≠Eastern Edition	19.3	39.7	30.4	50.6	8,295	17,048	13,051	21,717	8,295	17,048
≠Central Edition	27.2	41.4	42.6	54.2	11,648	17,763	18,260	23,273	11,648	17,763
≠Southern Edition	24.0	40.7	35.4	52.6	10,291	17,477	15,187	22,575	10,291	17,477
≠Western Edition	19.8	39.7	29.9	50.6	8,505	17,048	12,832	21,717	8,505	17,048
Average 4 Editions	22.6	40.4	34.6	52.0	9,685	17,334	14,833	22,321	9,685	17,334
Buckeye Farm News (mon)	12.3	14.4	28.8	25.4	5,575	6,500	13,008	11,487	—	—
The Cattleman (mon)	90.7	91.5	188.8	197.3	30,098	38,420	71,307	82,856	16,272	14,417
Cooperative Digest (mon)	6.5	11.8	7.9	15.3	2,730	5,250	3,318	6,720	2,730	5,250
Michigan Farm News (mon)	2.1	2.1	3.8	4.6	5,058	4,782	9,004	10,495	4,634	4,340
Missouri Farmer (mon)	10.4	10.3	20.5	21.2	4,404	4,363	8,621	8,929	3,432	3,439
National 4-H News (mon)	17.7	20.8	26.0	34.1	7,419	8,757	10,925	14,334	7,419	8,757
National Future Farmer (bm)	30.2	42.0	30.2	42.0	13,077	18,244	13,077	18,244	13,077	18,244
Nation's Agriculture (mon)	8.2	5.8	12.6	13.9	3,696	2,604	5,670	6,249	3,576	2,446
Total Group	207.7	245.1	368.4	420.7	84,757	125,856	169,420	209,772	76,773	72,135
§***Dairy & Livestock (February)***										
American Livestock Journal: (mon)										
≠National Edition	13.9	23.5	28.1	35.8	5,960	10,090	12,046	15,361	3,737	5,411
≠Regional #1 Edition	13.9	23.5	28.1	35.8	5,960	10,090	12,046	15,361	3,737	5,411
Average 2 Editions	13.9	23.5	28.1	35.8	5,960	10,090	12,046	15,361	3,737	5,411

§Because February figures for some publications were unavailable as this issue went to press, this group is broken into a February section and a January section. ≠Not included in totals. †January-February, one issue 1961; January-February, two issues 1960. *Changed from 768-line page to 760-line page January 1961.

Farm Linage Trend

Figures in Thousands



(Continued on Page 158)

Where Hunting is a Way of Life

Father and son out hunting is a big part of family living in the rural South. And in the South's pleasant, year 'round climate, this family recreation spans all seasons... creating a huge market for guns, ammunition and other hunting equipment.

In Progressive Farmer families alone there are over 1½ MILLION hunters...not to mention 2¼ MILLION fishermen! And, amazing as it may seem, this big outdoor market is virtually exclusive to The Progressive Farmer. Outdoor Life, Sports Afield, and Field & Stream combined *miss 96% of* Progressive Farmer subscribers.

Sales to Progressive Farmer families top the national median in many product lines. For example, Progressive Farmer families buy, on the average, *3½ times* as many guns as the average U.S. family. They fire 445 million rounds of ammunition each year! So, if you are aiming at Southern sales—for any product used in the home or on the farm—consider The Progressive Farmer. You sharpshoot at 1,408,000 subscriber families...over 5,770,000 readers. You can't miss with The Progressive Farmer!

More than 5,770,000 READERS in the 16 Southern States

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Feb. 1961	Feb. 1960	Jan.-Feb. 1961	Jan.-Feb. 1960	Feb. 1961	Feb. 1960	Jan.-Feb. 1961	Jan.-Feb. 1960	Feb. 1961	Feb. 1960
Florida Cattleman (mon)	70.0	84.7	139.1	179.2	29,432	35,574	58,460	75,297	15,215	17,114
Hoard's Dairyman (sm)	70.1	83.8	119.6	146.8	51,025	61,021	87,083	106,889	44,534	55,004
Livestock Breeder Journal (mon)	81.6	92.3	149.6	169.8	34,244	38,864	62,034	76,034	5,754	2,870
National Hog Farmer (mon)	33.4	24.3	50.3	44.4	33,901	24,665	51,054	45,066	33,070	23,590
National Live Stock Producer (mon)	22.0	28.1	34.6	45.4	16,024	20,518	25,240	37,877	14,882	19,685
Western Dairy Journal (mon)	30.0	41.1	66.7	75.8	12,885	17,617	28,644	32,485	9,938	12,815
Western Livestock Journal: (mon)										
Mts. & Plains Edition	43.0	52.4	162.0	179.2	18,469	22,504	69,507	76,912	8,862	8,871
Pacific Slope Edition	52.1	66.7	205.8	224.1	22,367	28,597	88,322	96,105	11,363	13,169
Total Group	346.1	496.9	922.8	1,100.5	223,307	259,450	482,390	562,026	147,355	158,529

§Because February figures for some publications were unavailable as this issue went to press, this group is broken into a February section and a January section. #Not included in totals.

§Poultry (February)

American Poultry Journal: (mon)										
#Egg Producer Eastern Edition	14.1	20.1	30.8	39.3	6,073	8,627	13,206	16,884	3,741	6,355
#Egg Producer Midwest Edition	13.9	23.5	29.4	45.3	5,993	10,086	12,646	19,463	3,647	6,851
#Egg Producer Southern Edition	13.8	22.5	31.8	45.4	5,944	9,660	13,645	19,502	3,382	6,669
#Egg Producer Pacific Edition	13.1	21.7	28.1	49.9	5,648	9,324	12,043	21,410	2,984	6,408
#Broiler Producer Edition	7.8	14.3	16.6	21.8	3,364	6,150	7,136	9,363	3,357	6,101
#Turkey Producer Edition	10.1	15.5	20.3	25.3	4,351	6,660	8,731	10,860	3,705	5,305
Average 6 Editions	12.2	19.6	26.2	37.8	5,229	8,418	11,235	16,247	3,469	6,282
Broiler Business (mon)	27.5	23.3	53.3	45.0	11,813	9,993	22,878	19,294	9,217	8,262
Broiler Industry (mon)	30.5	27.3	63.5	56.0	13,734	12,300	28,598	25,200	9,984	9,600
Everybodys Poultry Magazine (mon)	24.7	30.0	43.6	63.9	10,585	12,887	18,709	27,427	5,298	7,720
Feedlot	23.6	13.0	42.9	35.1	9,926	5,460	18,018	14,756	9,926	5,446
Georgia Poultry Times (w)	39.8	39.7	39.8	39.7	42,616	42,420	42,616	42,420	35,802	34,104
Poultry Tribune: (mon)										
#Eastern Edition	39.9	47.0	74.9	88.4	17,137	20,172	32,116	37,932	11,399	14,443
#Midwest Edition	37.3	44.3	72.7	84.6	16,013	19,023	31,168	36,312	10,294	13,160
#Southeast Edition	45.5	51.7	84.3	98.5	19,536	22,166	36,147	42,270	13,196	15,266
#Southwest Edition	35.3	45.4	68.7	84.7	15,150	19,483	29,479	36,354	9,590	13,639
#Pacific Edition	47.3	52.3	86.6	95.0	20,294	22,439	37,145	40,734	11,912	15,186
Average 5 Editions	41.1	48.2	77.4	90.3	17,626	20,657	33,211	38,721	11,278	14,339
Turkey World: (mon)										
#Central Edition	58.6	38.7	126.0	109.9	25,144	16,600	54,070	47,142	16,003	10,443
#Eastern Edition	56.6	36.9	120.7	106.8	24,294	15,846	51,766	45,807	15,294	10,090
#Western Edition	56.1	38.2	120.1	106.9	24,079	16,390	51,514	45,861	15,504	10,662
Average 3 Editions	57.1	37.9	122.3	107.9	24,506	16,279	52,450	46,270	15,600	10,398
Total Group	256.5	239.0	469.0	475.7	136,035	128,414	227,715	230,335	100,574	96,151

§Because February figures for some publications were unavailable as this issue went to press, this group is broken into a February section and a January section. #Not included in totals.

Fruit & Vegetable

American Fruit Grower (mon)	33.8	56.7	60.2	90.2	14,622	24,486	26,009	38,969	14,097	24,008
American Vegetable Grower (mon)	35.2	40.6	60.9	68.1	15,207	17,544	26,327	29,425	14,857	17,169
Florida Grower & Rancher (mon)	23.6	31.7	49.8	62.8	16,020	21,581	33,848	42,712	14,356	20,543
California Citrograph (mon)	22.4	21.1	39.8	41.4	15,022	14,150	26,684	27,758	14,686	13,856
Western Fruit Grower (mon)	36.4	45.6	62.6	71.8	15,302	19,152	26,306	30,156	420	420
Total Group	151.4	195.7	273.3	334.3	76,395	96,813	139,138	169,020	58,416	75,996

Tassette Plans Stock Issue to Finance Ad Drive

WASHINGTON, Feb. 21—Tassette Inc., which is already conducting saturation test marketings for its new feminine hygiene product in New York and several other markets (AA, Jan. 30), has sought registration for a 200,000 share stock issue, to raise funds for a nationwide sales drive.

The product, which is attempting to challenge the entrenched position of the sanitary napkin and the tampon types of feminine protection, is already being backed with a $200,000 New York drive involving newspaper, radio, and a 40 x 30' Times Square poster.

In a statement filed with the Securities & Exchange Commission last week, the Stamford, Conn., company said it is currently in the development stage in the sense that most of its efforts have been confined to medical and market research.

The prospectus said the company is prepared to launch a national program for the sale of its product, and that the net proceeds from the stock sale will be used to provide funds for this project, including advertising, market development programs, medical research and administrative overhead. #

SPORTS-CARTOONS-PRODUCTS IN ACTION
FLIP BOOKS
MINIATURE FLIP BOOK CO., INC.
15 WEST 44TH STREET NEW YORK 36, N. Y.
SEND FOR PRICES CREATORS OF FREE SAMPLES
"POCKET TELEVISION" MOVIE FLICKER BOOKS

Renault Names Bechet de Balan to Head Advertising Sales

Renault Inc., New York, subsidiary of the French automobile manufacturer, has imported one of Renault's top executives from Europe to take over the top sales and advertising post in the U.S. He is Hubert Bechet de Balan, who has been named general sales, service and merchandising manager, the spot vacated last October by Jack Kent, who resigned. Since Mr. Kent's resignation, sales and advertising responsibilities have been shouldered by Maurice Bosquet, Renault president and general manager.

H. Bechet de Balan

Mr. Bechet de Balan has been with Renault of France 13 years. He was managing director of Renault's branch in Holland from 1955 to 1960, during which time Renault sales increased from 1,600 to nearly 13,000 annually. As Renault's chief ad executive, he will be responsible for a budget in excess of $3,000,000, largest in the imported car field.

Famous Artists Elects Two

Leonard J. Reiss, director of advertising, and Rex Taylor, director of public relations, have been elected vps of Famous Artists Schools, Westport, Conn., and its new subsidiary, Famous Writers School.

Nation's Interest in Past Makes Nostalgia Effective Sales Appeal, 'AR' Survey Finds

CHICAGO, Feb. 21—Companies in all segments of the economy and all sections of the country are successfully "using the past to sell today," according to a series of three articles in the March issue of *Advertising Requirements*.

Behind this surge of interest in commercial tie-ins with history, according to the magazine, is the "nation's intense preoccupation with the past, not only with our own national heritage, but with history in general."

Selling "through nostalgia" is paying off for the companies that have recognized the public's "amazing acceptance" of ideas and merchandise presented through this appeal, the *AR* survey of the field found.

Although the Civil War centennial, being commemorated from 1961 through 1965, now claims the most attention of promoters and consumers alike, opportunities extend far beyond this event, *AR* found.

■ About 50 companies, for example, have institutional exhibits at New York's Freedomland, a 205-acre amusement center with an American history theme. In addition to the nostalgic exhibits, companies like R. H. Macy & Co., Continental National Insurance Group, Schering Corp. and Hallmark Cards merchandise their participation by advertising and giveaways or sale of reproduced memorabilia.

The Civil War centennial offers "countless opportunities for local, regional and national advertisers to participate. Those companies that can logically tie their products to the Civil War theme will ride a high tide of public interest and enthusiasm," the magazine said.

According to the *AR* survey, there are four fields of possible commercial participation in the commemoration: Direct "theme" advertising; premiums; centennial publications; and sponsorship of events. The use of each is explained.

The magazine lists sources of information and official bodies eager to cooperate with commercial interests, provided the latter present their messages in an inoffensive, dignified manner.

■ As good examples of effective exploitation of public interest in the subject, *AR* cites regional advertising by Bliley Funeral Homes, Richmond, Va., national ads for Sinclair Oil, and Johnny Reb and Billy Yank ballpoint pens marketed by Eversharp.

AR also presents pointers for writing copy based on the Civil War, still an emotion-charged subject to many. Discretion and good judgment are absolutely necessary to avoid negative effect, it said. Respectability and authenticity are prime requisites, according to the magazine, which also lists subjects that are not to be mentioned, as well as topics and themes that are "safe" and will offend neither North nor South.

Apart from the Civil War, the simplest way to capitalize on the "vogue for nostalgia," according to *AR*, "is through the celebration of an anniversary." The magazine tells how even "young" companies may cash in on the trend at any time, without even waiting for their birthdays.

American Airlines was cited as a relatively young company that used a historic theme successfully, achieving effect with two pictures and only 14 words of copy in a page ad.

Case history capsules on successful history-oriented promotions include those of Hudson's Bay Co., Milton Bradley & Co., Loft Candy Corp. and R. R. Donnelley & Sons Co.

■ An effective observance of its own centennial by A. S. Aloe Co., supplier of medical and scientific equipment to physicians, hospitals and laboratories, is the subject of a separate *AR* article. Termed "one of the neatest public relations packages of the year," the St. Louis company's centennial project achieved success because the company did "something nice" for the public, *AR* said.

The project: Production of a record of 1860-1900 fun songs, involving in the process the cataloging of some 50,000 pieces of sheet music. The result was so successful that the company, "without trying," may even make a dollars-and-cents profit on the pr program, according to *AR*. #

'My True Story' Offered by Mutual and Stations

Mutual Broadcasting System, New York, has begun programming "My True Story," a Monday-through-Friday series of 55-minute shows. The series, formerly heard on ABC and NBC, is being offered half for national sponsorship, while the other half is being turned over to the stations for local sale. The dramas are close-circuited to stations each weekday morning for broadcast the following afternoon or evening.

To date, 86 stations have signed to carry the series, 39 of them non-Mutual affiliates. Ted Lloyd, producer of the show, has been distributing the series to about 40 stations on a non-network basis since it left NBC.

Tally Embry Names Three

James Woodman Jr. has joined Tally Embry Inc., Miami, as vp and marketing director and MacCormack McEndree has rejoined the agency as assistant to the president. At the same time, George Chamberlin, has joined the agency as an account executive. Mr. Woodman was formerly marketing director of Ford Motor Co., Lincoln Continental division. Mr. Chamberlin was formerly vp and general manager of Henry Quednau Inc., Miami.

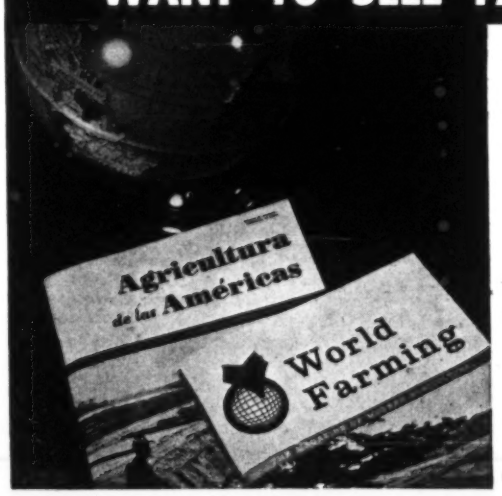
D. P. Brother Names Four

D. P. Brother & Co., Detroit, has appointed John H. Owen creative supervisor on the Oldsmobile account and Edmund F. Rushton creative supervisor on the AC spark plug account. At the same time, Richard H. Iliff and James E. Rowe have been named to head two new general creative groups. Mr. Owen joined the agency in 1958; Mr. Rushton has been with the agency seven years. Mr. Iliff joined Brother in 1948, and Mr. Rowe joined the agency in 1959.

Perkins Names von der Lieth

Perkins & Stephens, San Francisco, publishers' representative, has named Robert von der Lieth a general partner. Mr. von der Lieth was formerly with Hooker & Fay, an investment company. At the same time, Stew Hayward, former advertising director of the *Pasadena Independent* and *Star News*, has joined the company's Los Angeles office.

WANT TO SELL FARMERS OVERSEAS?



Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | WORLD FARMING

1014 WYANDOTTE ST., KANSAS CITY 5, MO.

Riley Sweeney Stanek Cortisi

I LOVE RADIO—*Kevin B. Sweeney, president of Radio Advertising Bureau, is given the "I Love Radio" valentine treatment from three Chicago misses—Mary Riley, WNBQ-WMAQ; and Carol Stanek and Janet Cortisi, Peters-Griffin-Woodward. Mr. Sweeney was in town to talk to the Broadcast Advertising Club of Chicago.*

Woody says: When you want to cover Central Illinois use

RED CARPET* ADVERTISING

*Red Carpet Advertising? It's full coverage advertising plus down-to-earth local merchandising. Here's how it works: 1. We send direct mail to retailers inviting local tie-in ads. 2. We follow up with personal calls. 3. We send you a written report. Mail your ad or come in person, the "Red Carpet" is out. Combine this hard-hitting plan with a $233,000,000 market in Illinois' 7 richest counties; incomes 20% above average; balanced industry, farm, education. It's the ideal market right in the heart of the golden Central Illinois corn belt.

R.O.P. Spot Color - plus Ful Color (black and 1, 2, or 3 colors Daily and Sunday)

BLOOMINGTON-NORMAL, ILLINOIS **Pantagraph**

BLOOMINGTON

Represented by: Ward-Griffith Co., Inc.

Radio Ads Sell Better for Retailer, Declares Sweeney

CHICAGO, Feb. 21—Kevin B. Sweeney, president of the Radio Advertising Bureau, last week attacked the newspaper field's most sacred area—the retail advertiser—when he charged that radio advertising produces more sales results for retailers than newspaper advertising does.

In a talk to the Broadcast Advertising Club of Chicago, the peppery Mr. Sweeney maintained that an RAB study conducted for Higbee Co., a Cleveland department store, disclosed that radio produced 6% to 20% more sales for Higbee than newspapers. "And the margin is getting wider every day," he added.

Mr. Sweeney disclosed that the RAB study involved two Cleveland dailies—the *Plain Dealer* and the *Press*—and six Cleveland radio stations—WDOK, WHK, WGAR, WJW, WERE and KYW. Although he declined to cite any specific results, Mr. Sweeney promised that full results of the study will be released later.

■ Results of the study were based on 2,000 ads run by Higbee. He described the study as the "largest measurement of sales results in the history of advertising." He promised that the results of 7,000 ads would be issued to RAB members before Dec. 31.

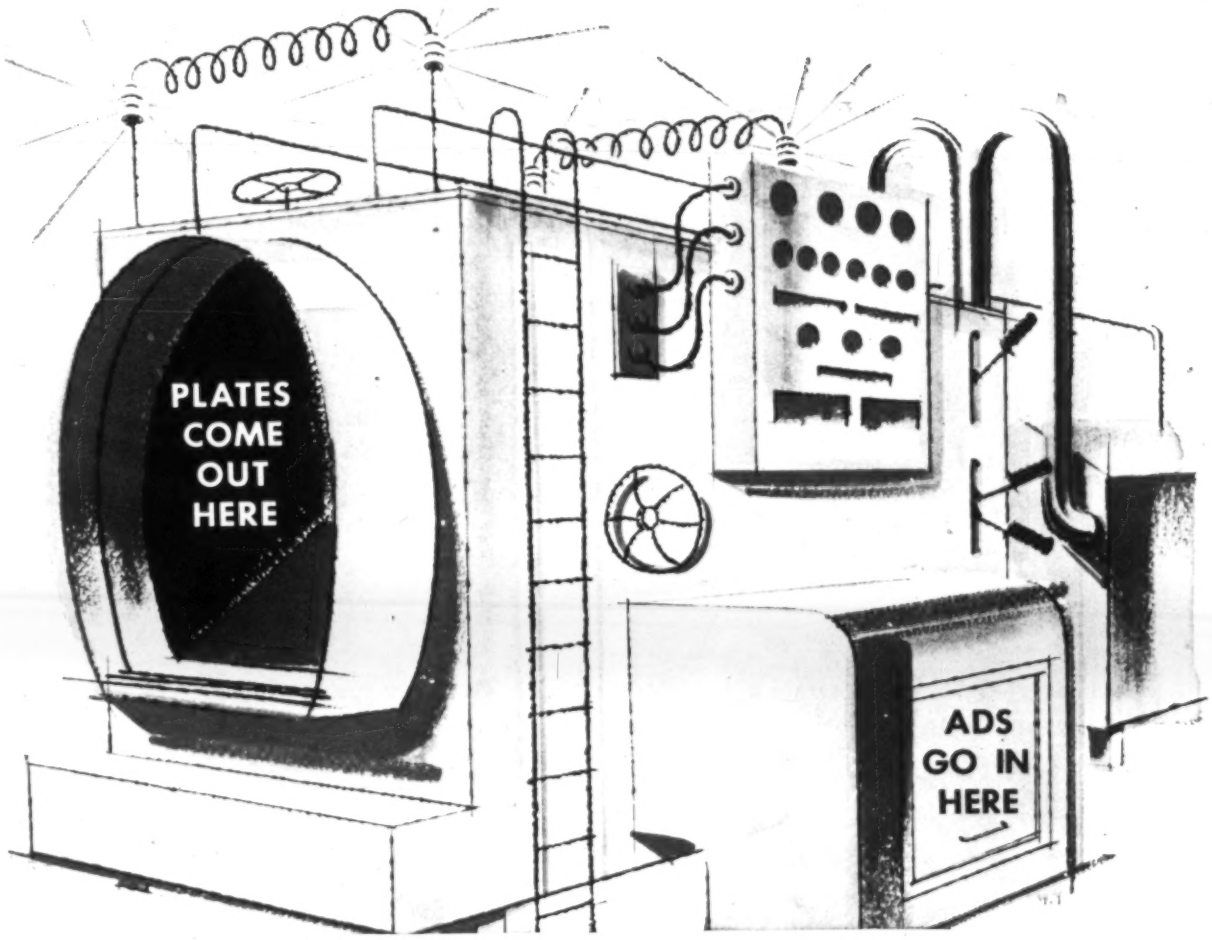
Among other things, the RAB study showed that radio ads and b&w newspaper ads pulled better than r.o.p. color newspaper ads; that the ratio of advertising failures were higher for newspapers than for radio, and that many radio spots in non-premium time slots did a better selling job than spots in premium times, Mr. Sweeney said. =

Canadian Broadcasters Issue Revised Code of Ethics

A total of 168 private radio stations and 48 private tv stations have accepted a revised code of ethics issued by the Canadian Assn. of Broadcasters, Montreal. The code defines broadcasting station owners and managers as publishers and an integral part of the press of Canada, with responsibility for dissemination of information and news, meeting various tastes for entertainment and following ethical business standards in dealing with advertisers and their agents.

Taylor Named Senior VP

Reincke, Meyer & Finn, Chicago, has appointed Gordon E. Taylor a senior vp. Mr. Taylor joined the agency in 1935 and was named a vp in 1944.



THIS IS AN ELECTROTYPER
(last year's model)

The old model worked pretty well, too!

Took in ads after they'd been OK'd. Cranked out electros and mats without bothering anybody much. Got them out on time.

So simple and automatic you could almost forget there were *people* involved.

Of course, that was *before* plastic newspaper plates—before R.O.P. color mats—before thermo-setting plastic magazine plates—before four-color Atlantictypes. (Incidentally, if you haven't been using these etchable, solid copper Rapid Atlantictypes, you've been paying 25% to 30% more than you should for duplicate original plates!)

Somehow, in pioneering development of a *full line* of duplicate printing materials, Rapid and its divisions have made the "electrotyping" business a little more complicated than just a mechanical operation.

We're not a simple "electrotyper" any more. We're just as dependable, many times bigger, much more capable of serving you with better products.

And our *people* can be a lot more helpful to *you*. Ask them!

THE RAPID ELECTROTYPE CO.
711 FIFTH AVENUE NEW YORK 22, N. Y.
DIVISION OF RAPID-AMERICAN CORP.

Rapid Electrotype Co.
449 Statler Building
Boston 16, Mass.
HAncock 6-9665

Northern Electrotype Co.
41 Burroughs Ave.
Detroit 2, Michigan
TRinity 5-6780

Rapid Electrotype Co.
121 West Wacker Dr.
Chicago, Ill.
DEarborn 2-2016

Rapid Electrotype Co.
McMicken at Race Ave.
Cincinnati 14, Ohio
PArkway 1-3577

Atlantic Electrotype & Stereotype Co.
228 East 45th St.
New York 17, N. Y.
MUrray Hill 7-0900

Rapid Electrotype Co.
243 North Juniper St.
Philadelphia 7, Penn.
LOcust 3-5902

Rapid Electrotype Co.
955 Front St.
San Francisco 17, Calif.
DOuglas 2-8427

MANUFACTURING THE FINEST QUALITY DUPLICATE PRINTING MATERIAL—NEWSPAPER MATS, PROOF MATS, R.O.P. COLOR MATS, THERMO-PLASTIC AND THERMO-SETTING PLASTIC PLATES, ELECTROTYPES, STEREOTYPES, BISTA PLATES, FOUR-COLOR RAPID ATLANTICTYPES.

TONE . . . *The only Negro Newspaper Magazine Section!*
. . . a supplement that gives advertisers "extra coverage" in many markets.

TONE — in just one year:
A. Serves 49 Negro newspapers.
B. Reaches 363,000 Negro families.
C. Has 22.9% more coverage in 90% of the cities it is distributed, than all other national Negro printed media.

Your advertisement is reproduced . . .
A. in black and white.
B. in black & one color.
C. in vibrant full color.

Advertise in TONE, the wonder supplement of Negro newspapers . . . a new media that holds the key to the growing Negro market . . .

FOR DETAILS: WRITE OR CALL
TONE Publications, Inc. • 702 E. 63rd Street
Chicago, Illinois FAirfax 4-5755

Advertising manager, Edgar M. Harris
Editor & Publisher, Donald W. McIlvaine

TONE's *special Classified word rate; 25 cents per word.*

Joe Retailer says:
"I'm shooting for a Big Spring... so I size up every night"

BROWN SHOE COMPANY

REMINDER—*Brown Shoe Co., St. Louis, will use page ads like these in trade publications this spring to remind retailers of "Operation Big Spring—Size Up Before You Lock Up." Leo Burnett Co., Chicago, is the agency.*

*No gambling when you buy WBRZ in Baton Rouge . . . Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South-an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list. Call your Hollingbery man.

NBC ABC
WBRZ *Channel* 2

Some Pocket Books to Carry Back Cover Ads, Shimkin Says

NEW YORK, Feb. 21—Pocket Books—which two years ago began accepting advertising in Dr. Spock's "Baby & Child Care" and 14 months ago started running food ads in its "Pocket Cook Book"—has widened advertising and sales promotion possibilities in its paperback titles.

Leon Shimkin, president of Pocket Books, last week said his titles would get widened use as (1) premiums, self-liquidators, traffic-builders, and advertising tie-ins; and (2) cooperative ventures with leading national advertisers. Mr. Shimkin also said that back covers of some pocket books would carry ads. In this connection, he said the "greatest interest is being shown by products sold through drug stores and supermarkets."

Mr. Shimkin said that the Benjamin Co., which has represented Pocket Books since 1953, has now been named the "advertising and special projects division" of the paperback operation. Benjamin will also handle Golden Books and Golden Records. =

Rhode Island Broadcast Unit, Providence C of C Open Push

Rhode Island Broadcasters' Assn. and the Greater Providence Chamber of Commerce have launched a campaign to remind radio and tv listeners of the state's main accomplishments and bright future. The series of spot announcements will urge Rhode Islanders to "Be Rooster Boosters and Boost Rhode Island."

BE A ROOSTER BOOSTER
BOOST RHODE ISLAND

The first eight weeks of the campaign cover portions of the state's heritage, educational institutions, Narragansett Bay, Port of Providence, and the state's importance as the metropolitan and business center of southern New England. Seventeen stations will participate in the promotion.

Westinghouse Names Two; Bascom Named KYW Manager

Perry B. Bascom, formerly national radio sales manager of Westinghouse Broadcasting Co., has been appointed general manager of KYW, Westinghouse's radio station in Cleveland. He succeeds Carl Vandagrift, who has been named staff coordinator for special corporate projects for Westinghouse.

Milnot Hopes to Lure Jangled Radio Listener via Talk Ads

ST. LOUIS, Feb. 21—"Unadulterated conversation"—a radio spot format without jingles, music or strident hard sell—is getting attention for Milnot on typical "music" stations because of the intentional contrast, according to Milnot Co.

"What's rarer today on radio than an 'old-time,' softly spoken, listenable commercial" was the rationale behind the campaign that was launched on 25 stations in 23 markets of Milnot's four-state marketing area.

The radio spots are backed by a schedule of 200-line recipe ads in 130 newspapers in Missouri, Illinois, Indiana and Oklahoma, as well as by outdoor posters in Chicago, St. Louis, Indianapolis, Kansas City, Tulsa and Oklahoma City.

Developed by D'Arcy Advertising Co., the initial package of spots consists of three 60-second dialogs and three 30-second monologs.

■ One of the dialogs, set in a grocery store:

Woman: I've got to get the potatoes and stuff . . . you go over there and get three cans of Milnot.
Man: Milnot? What do you do with that?
Woman: I just make all your favorite dishes with it, that's all.
Man: (Indignant) My favorite dish is pumpkin pie with whipped cream. You don't make that with Milnot!
Woman: (Chuckles) Oh, don't I? Go get the Milnot, George.
Man: So maybe the pumpkin pie! But you don't make whipped cream with Milnot!
Woman: George, Milnot whips . . . you've been eating it on puddings and pies for the last 10 years.
Man: Really? Does Milnot cost less than cream?
Woman: Costs even less than milk. Now please go get the Milnot, honey.
Man: Is that Milnot you use on our cereal?
Woman: And in cream sauces, cookies, waffles, cakes, candies, omelets and meat loaf. And . . .
Man: (Interrupting) So I'll go and get the Milnot. You always use it in place of milk and cream?
Woman: You know what their slogan is: "If cows could, they'd give Milnot."
Man: Hey, that's a good one! (Going off) "If cows could, they'd give Milnot. If cows could, they'd give Milnot." #

Encyclopaedia Britannica Buys F. E. Compton Co.

Encyclopaedia Britannica, Chicago, has purchased F. E. Compton & Co., Chicago, publisher of "Compton's Pictured Encyclopedia," a 15-volume school set. Compton will continue to operate under its own name and in its present offices.

The baby boom has brought a book boom to the encyclopedia and text fields, with new sales highs each year. With families of school-age children as the major market, encyclopedia sales neared the $300,000,000 mark in 1960, up from $125,000,000 in 1954. More than 90% of encyclopedia sales are accounted for by a legion of direct salesmen.

NL&B Names Sulcer, Calnan

Needham, Louis & Brorby, Chicago, has appointed Frederick D. Sulcer an account executive on the State Farm insurance account and John J. Calnan manager of the television-radio creative department. Mr. Sulcer was formerly manager of the television-radio creative department, and Mr. Calnan was formerly a group head in the tv-radio creative department.

NBP Elects Two Publications, Two Agencies; Names Chase

National Business Publications, has elected to membership *Skyways*, recently purchased by American Aviation Publications, Washington, and Gardner Publications, publisher of *Modern Machine Shop* and *Products Finishing*, which has reinstated its NBP membership. NBP has elected two agencies: M. W. Hartung & Associates, New Holland, Pa., and Howard-Edinberg Associates, Worcester, Mass.

Dana Chase Sr., president of Dana Chase Publications, Elmhurst, Ill., has been named a director of NBP.

'SEP' Advances Three

The Saturday Evening Post has revamped "executive responsibilities in the sales and marketing departments" and has named Jesse L. Ballew eastern division sales manager. Mr. Ballew previously was manager of the marketing department. In his new job, he will be responsible for New York, Boston and Philadelphia. Jay S. Riddle, associate manager of the marketing department, has been named to succeed Mr. Ballew as marketing manager. Edward J. Chaffin, formerly eastern division sales manager, has been named to handle the development of package goods accounts, a new post.

BARGAIN—*Little White Chapel, Las Vegas, is using this bulletin to promote its low-cost, high speed marriages. The proprietor of the chapel reported that the poster produced "a 20% wedding sales increase" the first weekend after it was completed.*

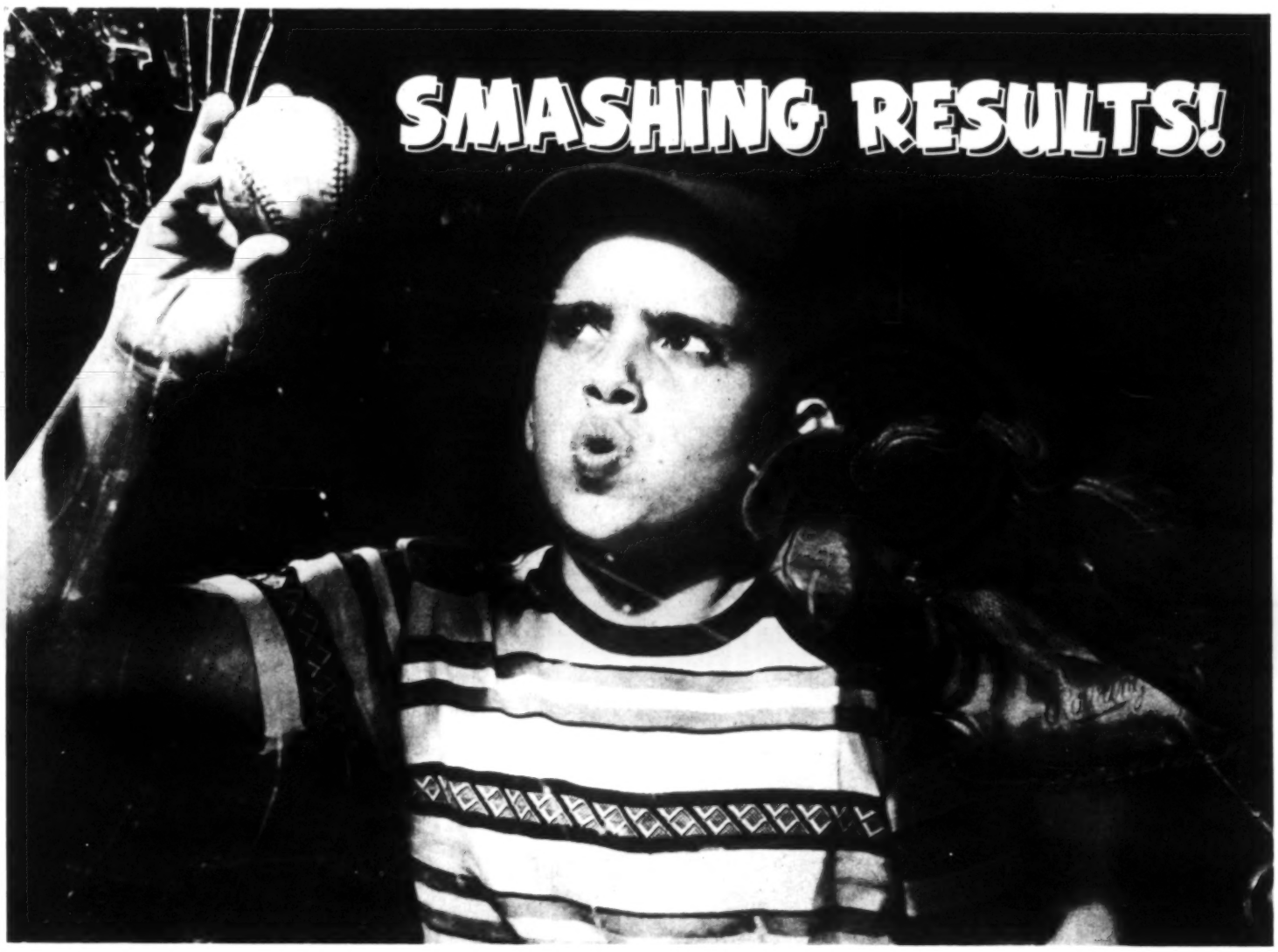
Two Appoint Parsons

Magichemical Co., Brockton, Mass., manufacturer of adhesives, sealants and coatings for the government and industrial users, and Lynngate Shopping Plaza, Lynn, Mass., have appointed Parsons, Friedmann & Central, Boston, to handle their advertising.

Acme-Lite Names Frankel

Acme-Lite Mfg. Co., Chicago, manufacturer of photographic lighting equipment, has appointed Jones Frankel Co., Chicago, to handle its advertising.

SPRING Flower BULBS
15¢ PER PACKAGE
FREE Catalog
ORCHAWAII
HQ: 305 7th Ave., N.Y. 1, N.Y. • OR 5-6500
BR: 30 W. Wash., Chi. 2, Ill. • AN 3-6622



. . . are obtained for advertisers in the Action Medium* of the rich 100-county Fort Worth Market where Effective Buying Income equals 26.5% of the total State's E. B. I., Retail Sales are 25.3% of the Texas total and population has zoomed to 2,168,841, or 22.7% of the entire State's population.

*The Action Medium in the Fort Worth Market is the Fort Worth Star-Telegram, giving you almost 40% daily family coverage in 100 West Texas counties with 87% daily family coverage in Metro Fort Worth alone.

Sources: **Sales Management,** U. S. Census, ABC White Audit 3/31/60.

FORT WORTH STAR-TELEGRAM
Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Sara Lee Cakes Are 'All Butter,' Ad Is Not 'Colossal Lie,' He Tells Reader

To the Editor: In the Feb. 6 "Voice of the Advertiser," Jack Winter of Minneapolis-Honeywell calls a current Sara Lee cake advertisement a "colossal lie"—also a "half truth." He says the advertising "stinks" and that it was conceived out of "perverted bravado."

Headline of this ad reads: "Sara Lee cakes . . they're *all better* because they're *all butter*."

Jack, Sara Lee cakes won their tremendous popularity because they are "all butter" cakes. Sara Lee cakes *are* all butter, son. And the very finest butter, too. No other shortening is used.

Surely you don't think Sara Lee is trying to mislead readers into thinking that the selected pecans are made of butter, or the imported Dutch chocolate is made of butter, or the country fresh eggs and all the other fine ingredients—that they are butter?

What it means, Jack, is that the *shortening* used is all butter. Do you know what shortening is? Ask your mother.

If you will trouble to read the copy you will see that it tells of the many other fine ingredients in Sara Lee cakes, thus informing the reader of the entire recipe.

"All butter" is not a "colossal lie." It is not even a lie. It is the truth. Perhaps in seeing so much advertising that may be misleading, you were prone to include this one in your categorical condemnation. Unfortunately, today much of our worst criticism of advertising is coming from within our own industry. We must not have so little faith in our business, Jack. Most advertising *is* true, and with Sara Lee we emphasize the quality of their products because we can make this emphasis with absolute honesty.

Sherman E. Rogers,
Vice-President, Creative Director, Cunningham & Walsh, Chicago.

• • •

We May Abuse the Language, but Criminal Assault? Never!

To the Editor: During the many months I have been a subscriber, I have supported your pleasant lobbying on the behalf of copy which does not offend the reader by insulting his intelligence.

I even allowed with another reader that if dogs could endorse canned meat products, they might drop the 'g' in "Lickin' good . . ."

But I am horrified to find you contributing to the most recent vogue in Crimes on the English Language when, in a cutline under a shot of an outdoor display, you noted that the "geometric symbols" were "rotating contrariwise to each other."

S. F. Veenker,
KSOO-TV Inc., Sioux Falls, S. D.

We assume Reader Veenker objects to the word "contrariwise" as being in the same category as "adwise," "saleswise" etc. However, "contrariwise" is a legitimate and venerable English word, to be found in any recognized dictionary and in English literature and notable in its use by Tweedledee in Lewis Carroll's "Alice Through the Looking Glass."

• • •

'Life's' Bridge Hand Is Shallow Victory, He Says

To the Editor: I was attracted by the ad which *Life* ran in the latest issue of Advertising Age—the one which employed the bridge hand to illustrate the magazine's leadership in the advertising field.

When I first saw that *Life* was putting its cards on the table, I was anxious to see what brilliant play they had executed to take all the tricks. But my fascination turned to disbelief when I discovered how the cards had been manipulated to come up with the desired results. And I was even more skeptical when I observed how competition must have misplayed their hands to the hilt so that *Life* could take the last five tricks with nothing higher than a five spot.

Why would any defensive holders playing against a seven no trump contract pitch all their intermediate cards (eights, nines and tens) and hold on to their deuces, treys and fours?

The only reason is so that *Life* can be the hero. This is a shallow victory indeed. And even with all this "cooperation" how could *Life* have pulled off this amazing accomplishment without the protection offered by the dummy? Who does the dummy represent anyway? Obviously not *Life*, for if this were the case, *Life* could simply pitch the queen of clubs on the good heart and lead to the board to claim the balance. And yet the dummy can't be competition because with all those high cards, they would have set the contract at least half a dozen tricks.

The idea (if there is one) seems to be that *Life* is achieving all this with its own hand, but I'd like to see it pull it off without those 17 points in the dummy. It's all very confusing.

Surely *Life's* competition is not as inept as the defenders in this contract. In the interest of good, competitive advertising, I certainly hope not. Why, then, does one of America's leading magazines employ a device so shallow, so misleading to belabor a point which seems to be so well substantiated by the boxes in the lower right hand corner of the ad?

It all just goes to prove that the use of a device can often weaken the effectiveness of a selling story. And when the device itself is as unconvincing and contrived as this bridge hand, the impression left with the reader is strictly negative . . . especially if he just happens to be a bridge player.

William D. Hart Jr.,
Advertising Copywriter, Zimmer-McClaskey - Frank, Richmond, Va.

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Newcomb & Sammons Hit Target on Employe Publications

To the Editor: Newcomb & Sammons' article on "The Employe Publication at Work" (Advertising Age, Jan. 16, 1961), was one of the finest pieces of information about our trade I have ever seen printed. This is something I have been trying to preach for years at IBM as well as to anyone else who will listen.

Keep it up.

Andrew W. Nelson,
Manager, Internal Information, Federal Systems Division, International Business Machines, Washington.

• • •

'Fine Print' Print Specialist Needed to Read This Ad

To the Editor: Here is an ad which deserves a position high on the list of your "Ads We Can Do Without."

About nine out of ten readers will think they can get an RCA-Victor Color tv set for $100. It takes a "fine print" specialist to find the "more."

A bill introduced in Congress is aimed at deceptive practices involving a trademark. It's called the "Quality Stabilization Bill," and its targets include "baiting" and "misrepresentation." I don't know whether the "Quality Stabilization Bill" will cover the ad that is the subject of this letter, but in any event the marketing and advertising profession "can do without"—as Mr. Goldwyn would have said.

Walter V. Clark,
Highland Park, Ill.

'Buyer Beware' No Longer Excuse for Bad Ads, He Says

To the Editor: Your "Creative Man's Corner" in the Jan. 23 issue warrants some comments and a resounding pat on the back. [The Creative Man discussed a Mazola and a Fleischmann corn oil ad and the way in which one copy of the ads implies benefits to health from using the product.]

This is just the sort of thing that has aroused most of the basic criticism of advertising and advertising men. If it isn't brought under control . . . and I mean *real* control . . . by the industry, it will be by the people (the government, that is).

It's all very well for manufacturers, marketing and advertising men to mouth fine-sounding phrases and sentiments in speeches after dinner, but the fact remains that many of our largest, best-known and most respected advertisers continue to indulge in advertising that is deliberately misleading in one way or another. Just like this current battle in the margarine field. Presumably either all margarine has corn oil, or only one or two have corn oil, or only *one* has corn oil of the "right" kind. If this matter of corn oil is important to consumers, they should be given the facts and nothing *but* the facts. It's just that simple.

We're past the days when it was reasonable to expect buyers to beware of everything they read. In fact we have succeeded to a certain extent in establishing a principle that "if you see it in print it's true." This implies a tremendous responsibility. Yet hardly a month passes in which some agency and advertiser does not launch a brand new campaign idea boldly conceived with deliberate intent to go just as far as the law will allow in presenting less than the truth. All you have to do is look in the fields of aspirin, cigarets, gasoline, toothpaste, automobiles, motor boats, vitamins, reducing diets, cosmetics, etc. to find a dozen more examples like your margarine ads.

This, they say, is good healthy competition. If it is, perhaps the best way, after all, is open the doors wide, advise the buyer to beware, and don't give him the impression he's being protected when he isn't.

Edward W. Robotham,
Edward W. Robotham Co., Westport, Conn.

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Let's Move KBOK Back to Arkansas

To the Editor: In re the note I sent along with the "Income Tax—Oh, My Aching Back" contribution to "Voice of the Advertiser," Feb. 13 issue: Please move KBOK-Malvern Broadcasting Co. back, pronto, from "Malvern, *Kansas*," (where it ain't) to Malvern, *Arkansas* (where it still is)!

The FCC is sensitive about moving broadcast facilities without obtaining prior approval.

Kermit L. Richardson,
General Manager, KBOK, Malvern, Ark.

Sorry. We goofed. It was "Ar" omission.

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Be Original in Want Ads, He Urges Job-Seeking Admen

To the Editor: I have often wondered how many times certain "situation wanted" ads have been repeated. Repeated, that is, by the same people.

It seems to me that only too often the only change that occurs in these ads is the amount of years' experience. These are supposed to be written by creative people. People with six, eight, ten years of experience. People who are supposed to know how to write provocative copy. Copy which, incidentally, is

WHERE'S FARGO?

HERE!

Right across the river from Moorhead, naturally . . . and Fargo-Moorhead is the hub of the

LARGEST MARKET *between* SPOKANE *and* MINNEAPOLIS!

This market — 21 counties in North Dakota and western Minnesota — contains over 300,000 people who spend over *$400 million* annually in retail stores.* Over 3 out of 5 (64%) of these families are Fargo Forum readers, while no Minneapolis daily reaches more than 1 out of 10. And in the Fargo-Moorhead new Standard Metropolitan Area, Forum coverage is 99%, compared to 8% for any Minneapolis daily.

It's time you, too, found Fargo. We're short on Indians, but long on wampum. And our natives use it every day to buy what you sell them with advertising in The Fargo Forum.

**The Fargo-Moorhead Metro Area is 1st in the U.S. in retail sales per household.*

THE FARGO FORUM Moorhead News
Largest circulation in North Dakota & western Minnesota
Represented by Kelly-Smith Company

selling the most important product —"Them."

Good Lord, if they can't sell themselves in print how in hell can they sell soap or gasoline or automobiles.

Don't misunderstand me, some of these ads do create a certain amount of interest, and I'll bet that the people who write them are out of a job through no fault of their own. The rest, well, this year they'll have six years' experience and next year they'll have seven.

Boys, and girls, take the advice of a man who knows. I am an ad reader. I don't read magazines for the editorial content or the stories. I read the ads. I don't watch tv for the sake of entertainment. I watch the commercials (God knows, *that* ain't entertainment) . . . Most of [the ads are] so similar it is sickening. The sameness is boring. The creators of this sameness will eventually be looking for a job and, God love 'em, they copy almost word for word the ad right above them.

My advice is be original in print. If you can't be original, don't place the ad. Look for a job another way. If you must place an ad save your dough and make a production of it (at least 4"). After all, your "wanted" is a sample of your work.

Byron M. Flynn,
Freehold, N. Y.

• • •

Criticism of Individuals Not Basis for Panning the Profession

To the Editor: Re: "Peeled Eye" on "Anony-Mouse," Feb. 13 issue.

This business is often criticized by people who aren't in it and don't know any better. But please spare us from people who are in advertising and talk about their own profession the way Anony-Mouse does.

It seems to me that criticism of an agency should be directed to those involved. To publicly expand, exaggerate and generalize it into an attack on the advertising profession as a whole I think is reprehensible.

What I can't understand is why these people stay in the business. How can they have any respect for themselves if they have no respect for their profession? If they don't like it they should get out and make room for others to join the majority of us who are in this business, among other reasons, because it's so much fun.

Joan Wilke,
Advertising Counselors Inc., Phoenix.

Dick Neff, in his "Peeled Eye Department," quoted an anonymous letter, satirizing an agency ad describing the copywriter's lot as a happy one at that agency. The anonymous letter's tone was more acid.

• • •

Beatniks in Ads Are Hackneyed by Now, He Says

To the Editor: Rau Nadeau of Grubb Advertising, actually seemed proud of that asinine ad ("Voice of the Advertiser," Feb. 6) that Grubb's "creative" staff prepared for Lafayette Insurance.

Beatniks have become so hackneyed in advertising that even the bread and butter mat services (Metro, Stamps) have included them in their artwork. And the kookie copy that the creative writers produced could have been written by any girl over 12 (but not over 18).

Martin Solow of Wexton Co. accused Hat Corp. of America's beatnik ad of being vulgar "because it is so well done, so professional." With that in mind Mr. Nadeau, you may rest assured that your Grubby ad is not vulgar.

Don Rice,
Advertising Department, *Daily Citizen*, Urbana, O.

Won't You Join Me in Welcoming Frank Wonderlin to Pitman

Mr. Frank Wonderlin is going to be the new proprietor of the Pitman Jewelry Shop.

An expert watchmaker, Mr. Frank Wonderlin comes to Pitman after 12 successful years with the J. E. Caldwell Company of Philadelphia, one of the finest jewelry stores in America. Frank is married and the father of 2 children.

Leaving Pitman after 36 years was not an easy decision for Mrs. Rothbaum and me to make. We've spent most of our lives here, making friends, raising our children, and watching with pride as the town has grown in size and vitality without losing its many fine qualities. But I have been at this business of fixing up "tickers" for almost 50 years. Now we want to slow down a bit.

Neither was it an easy decision to choose our successors. We've been interviewing prospects for almost a year. We've been looking for a man who would continue the policy we have always tried to live by. Namely, **the customer must come first.**

I believe you will find that Frank is such a man. He knows jewelry business and is a fine craftsman. More importantly, I have found him to be an honorable gentleman.

Frank took over on February 6. Won't you come by and welcome him?

There's one more thing I'd like to say, and that is "Thank You." "Thank You" to a lot of people we've had the pleasure of knowing over the years . . . to those conscientious men and women who have given so generously of their time and effort—members of the council, the police and fire departments, teachers, ministers, Kiwanians, Rotarians, Lions church groups ladies of Women's Clubs and service clubs, my fellow businessmen, and countless others who have helped mould the character of the community. You have made this a town we all can be proud of.

And a special thank you to the thousands of customers from Pitman and hereabouts who have, since 1925, walked through our doorway.

I hope we'll get to see many of you before we retire. But if we don't, let me say here that we have been happy for your friendships, grateful for your confidence and appreciative of your patronage.

Most sincerely,
SAMUEL ROTHBAUM, Prop.
Pitman Jewelry Shop
24 South Broadway

Small-Town Jeweler Writes Straight-from-the-Heart Copy

To the Editor: While visiting friends in Pitman, N. J., recently, I was reading a copy of the local weekly paper (the *Pitman Grove Review*) and . . . suddenly . . . I came across one of the finest pieces of copywriting I've had the pleasure of reading in quite a while . . . the enclosed ad for the Pitman Jewelry Shop.

Far from the madding pace of Madison or Michigan avenues, this small-town merchant wrote a piece of copy straight from the heart . . . guaranteed to hit the readers in just the same spot. No matter what price the new owner paid for "good will," he got more than his money's worth from this one, all-type ad.

It is interesting to note that as this ad weaves its fabric of human interest, the first person pronoun is used 24 times . . . and the second person pronoun only eight.

I hope you can find space to reprint this ad because I honestly feel that most of your readers will enjoy its velvet-gloved selling power as much as I did.

William J. Barber,
William J. Barber Associates, Jenkintown, Pa.

• • •

A Lot of Water Has Flowed Over the Bridge (in the Ad)

To the Editor: Who briefed Don Rehlaender on Tasmania? (AA, Page 90, Dec. 12, "Tyler Picks Ten . . ."). The last native Tasmanian died in 1876!

Don Stephens, who took the beautiful Richmond Bridge scene near Hobart used in the advertisement, considers it would look much better right way up!

Personally, I could not agree less about the copy—with references to England, daffodils and berries. Get the facts man!

R. T. Banks,
Account Executive, Jackson, Wain (Tasmania) Ltd., Hobart, Australia.

• • •

Ampex Aims to Meet TV Industry's Videotape Needs

To the Editor: The Jan. 16 issue of ADVERTISING AGE contains an article by Harry McMahan entitled, "What's New With Videotape for '61." In his article Mr. McMahan alludes to the possibility of announcements of "single-head" and "low-budget" recorders ready at the April National Assn. of Broadcasters convention, which infers possible use by the broadcast industry.

Lest there be any confusion regarding Ampex's plans, I would like to make our position known with regard to the broadcasting industry. Ampex fully intends to meet the television broadcasting industry's needs for magnetic television recorders with constantly improved four-head, transverse scan recording systems. We feel a positive obligation to the broadcasting industry to foster the transverse scan recording standard that has become the broadcast standard the world over.

Just for the record, Ampex has supplied over 760 Ampex Videotape recorders utilizing the four-head system to networks, broadcast stations, production companies and other users throughout the world.

L. E. Good,
Manager, Ampex Video Products Co., Redwood City, Cal.

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Are L&M Sweepstake Rules a Subtle Trap, He Wonders

To the Editor: I would like to ask, through your publication, if Liggett & Myers Tobacco Co. is setting a trap on its current L&M Sweepstakes entry blank.

On the front of the entry blank you are told to merely fill in the missing word of its jingle. But not so in the official rules on the reverse side. One is specifically instructed to: "On an official entry blank, etc., write down the following statement, filling in the correct missing word: 'L&M has found the secret that . . . . the flavor in a filter cigarette.' "

Which side of the entry blank do I trust?

If this *is* a subtle "trap," the L&M people need an extended course in public relations.

Merrill R. Swartz,
Owner, Merrill R. Swartz Public Relations, Chicago.

GET THAT EXTRA

PUSH

You know that it's the extra push that makes the difference between an average campaign and a *"Red-Letter Success."* You get that EXTRA PUSH when you buy WOC-TV WOC-TV effectively specializes in co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

This "togetherness" sells products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

WOC TV channel 6

PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

NBC

To the National Advertiser, WOC-TV offers the greatest amount of local programming—over 33 hours each week — and the finest talent in the area put these programs across.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities See him today

B+C · B+C · B+C

B+C

. . . means

Bertsch + Cooper

. . . it also means

Chicago's

largest, complete

typographic service

facilities

Type faces used are:
Modified Venus Medium & Bertschtype 70B

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

PROFILE of the DRUG STORE SHOPPER

When it comes to profiling the attitudes and shopping habits of the average drug store shopper, nobody gets the job done like Burgoyne—and our Third Annual *Survey of Drug Store Shoppers* is the document that proves it!

Take the question of where consumers prefer to buy specific items of merchandise such as vitamins, cough and cold remedies, baby needs, toys and so on. The Burgoyne Survey reveals that independent drug stores are first choice for vitamins and over-the-counter remedies and medicines; chain drug stores lead in baby needs and cosmetics; supermarkets in toothpaste, shaving needs, deodorants; and department stores in toys and small appliances. This of course, is just one of the subjects covered in the Survey.

* * *

Why consumers prefer one store to another . . . what they don't like about drug stores . . . doctors' influence on shopper's selection of a store for filling a prescription . . . readership of drug store newspaper advertising . . . attitude toward self-service drug stores—these and many other considerations are covered in this Third Annual Survey of Drug Store Shopping Habits—prepared under the direction of Ben L. Schapker, our merchandising director.

* * *

Be sure you get a copy of this Survey. Mail a crisp one dollar bill to: Merchandising Director, Burgoyne Index, Inc., First National Bank Bldg., Cincinnati 2, Ohio. We'll ship your Survey postpaid—and promptly! ORDER NOW.

Burgoyne Index, Inc.
marketing and sales research
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO
CHICAGO OFFICE Palmolive Bldg. PHILADELPHIA OFFICE 1405 Locust St.

Coming Conventions

*Indicates first listing in this column.

Feb. 27-28. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 2. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 15-18. The Assn. of National Advertisers, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.

March 16-21. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 22. Assn. of National Advertisers workshop on shows & exhibits, Hotel Plaza, New York.

March 26-30. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 6-7. Advertising Federation of America, 1st District Convention, Providence, R. I.

April 7-8. Southwest Assn. of Advertising Agencies, annual convention, Marriott Motor Hotel, Dallas.

*April 10-15. National Assn. of Transportation Advertising, 19th annual convention, Gasparilla Inn, Boca Grande, Fla.

April 11. Premium Advertising Assn. of America conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

April 13-15. Advertising Federation of America, 4th District convention, Dupont Plaza Hotel, Miami, Fla.

April 16-19. Association of National Advertisers, spring meeting, Hotel Sheraton Park, Washington, D. C.

April 17. National Society of Art Directors, annual meeting, Sheraton Towers Hotel, Chicago.

April 17-20. International Advertising Assn., Waldorf-Astoria Hotel, New York.

April 20-22. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 21-22. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

April 24-27. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

April 28-30. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 1-3. Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-6. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 7-10. National Assn. of Broadcasters, annual convention, Sheraton Park and Shoreham Hotels, Washington, D. C.

May 8-9. Direct Mail Advertising Assn., West Coast conference, Statler Hotel, Los Angeles.

May 14-17. National Sales Executives, annual convention, San Francisco.

May 21-24. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 27-31. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

*June 12-14. Poster Advertising Assn. of Canada, Chantecler Hotel, Ste. Adele, P.Q., Canada.

June 19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

June 25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

July 9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

*Aug. 18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

Oct. 6-9. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Oct. 10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

Oct. 16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

*Oct. 23-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

Corbett Adds Two Accounts

Corbett Advertising, Columbus, O., has been named to handle advertising for Donaldson Baking Co., Columbus, and Louisville, and Sterling Bakery, Canton, O. At the same time, James A. Mitchell has joined the agency as art director.

IT LOOKS FAMILIAR—*Pepsi-Cola's new advertising look, which made its bow in the Feb. 11 Saturday Evening Post, reminded some AA readers of the recent Royal Crown campaign. The ad on the left, Freshville, U.S.A., ran last November as a full page in Look and The Saturday Evening Post. Ad on the right, "Think Fresh!", ran last October in Life and The Saturday Evening Post and features model Val Phillips, who also appears in the new Pepsi ad. D'Arcy Advertising is the Royal Crown agency; Batten, Barton, Durstine & Osborn, New York, services the Pepsi-Cola account.*

Douglas Coutlee, Veteran Drug Ad, PR Exec, Dies at 66

TOLEDO, Feb. 21—Douglas Wakefield Coutlee, 66, director of advertising and public relations of C. R. Bundtt Co., prescription laboratory, died of cancer Feb. 15.

He was a former director of advertising of E. R. Squibb & Sons and Merck & Co. In 1952 he joined the Beckley Newspapers, in West Virginia, as general ad manager.

Mr. Coutlee was coordinator of the Advertising Council's "Fight tuberculosis" campaign. He was a past president of the Pharmaceutical Advertising Directors Club and a past president of Controlled Circulation Audit Inc.

RUFUS W. HITCHCOCK

RAPID CITY, S. D., Feb. 21—Rufus W. Hitchcock, 92, publisher of the *Rapid City Daily Journal* and the *Tribune*, Hibbing, Minn., died here Feb. 11.

Mr. Hitchcock, a former representative in the Minnesota legislature, purchased half interest in the *Tribune* in 1906 and became owner in 1909. He purchased an interest in the *Journal* in 1939.

GEORGE F. PLASS

GREENWICH, CONN., Feb. 21—George F. Plass, 43, who this month was named a special projects consultant on marketing by General Foods, died Feb. 14 following an operation. Mr. Plass had been marketing manager of the Jell-O division.

A graduate of Cornell, Mr. Plass joined General Foods as a retail salesman in 1938. He joined the Jell-O division in 1947 and had held several advertising and marketing posts.

LEW BODEE

NEW YORK, Feb. 21—Lew Bodee, 62, partner and copy chief of Roland-Bodee Advertising Co., died of a heart attack here Feb. 13. The attack came while Mr. Bodee was addressing a Masonic meeting.

Mr. Bodee, whose real name was Lewis P. Bodenstein, formed Roland-Bodee with Jack Roland in 1944. He was a past president of Trade & Exchange Advertising Associates and a member of the League of Advertising Agencies.

MRS. ANNA E. ERICKSON

NEW YORK, Feb. 21—Mrs. Anna E. Erickson, widow of Alfred W. Erickson, co-founder of McCann-Erickson, died Feb. 7 at her home here. In 1937, a year after her husband died, Mrs. Erickson made a $30,000 grant to Harvard Business School for advertising research as a memorial to her husband. The results of the study were published in 1942 as "The Economic Effects of Advertising," by Neil H. Borden, professor of advertising, graduate school of business administration; George F. Baker Foundation, Harvard University. Mrs. Erickson gave up a promising musical career when she married.

'Playboy' to Launch New Magazine; Buys Building

Playboy, Chicago, will launch in the fall a new magazine, as yet unnamed, which will cover every facet of the world of entertainment. The magazine will cover news and reviews of movies, legitimate theater—both on and off Broadway, lp record releases, nightclub acts, major new television shows and series, and key happenings in concert, opera and ballet.

At the same time, *Playboy* has purchased a seven-story building at 5 E. 59th St., New York, to serve as site of a new New York Playboy Club. The building will also house the New York offices of the magazine. Extensive exterior remodeling of the building is expected to be completed by midsummer.

Ad Group Co-Sponsors College Work-in-Training Course

The League of Advertising Agencies is co-sponsoring a work-in-training course at New York City College's Bernard M. Baruch school of business and public administration. A committee of league members, headed by Louis Reinhold, president of Richmond Advertising Service, has been formed to obtain parttime employment in advertising for students enrolled in the course.

The two-semester course entails 20 hours of on-the-job employment weekly, a weekly lecture and a term paper on the work experiences. The league will also cooperate with the advertising division of the Baruch school in a job placement service for advertising alumni.

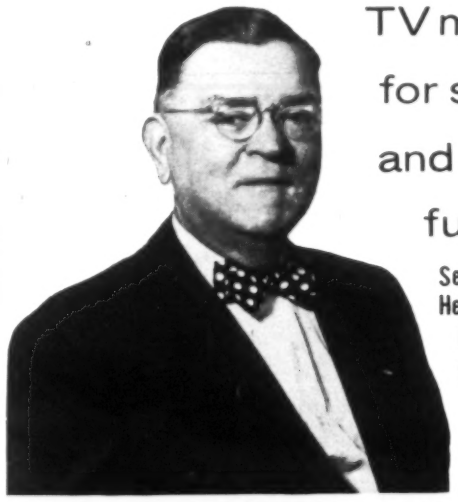
Chex-Mates Drive Set

Ralston Purina Co., St. Louis, is offering a coupon worth 11¢ toward the purchase of Chex-Mates in the Feb. 25 issue of *TV Guide*. Chex-Mates, a package of individual servings of Corn Chex, Wheat Chex and Rice Chex (AA, Oct. 10, '60), will also be advertised on network tv and in newspaper supplements. Guild, Bascom & Bonfigli is the agency.

Jacoby, McRae Get New Posts

Coleman-Parr, Beverly Hills, has appointed Neil R. Jacoby creative director and William L. McRae vp of its consumer division. Mr. Jacoby was formerly copy chief. Mr. McRae, who joined the agency in 1959, has been an account supervisor and account executive.

"Look South for new economic strength . . . look at the Jackson TV market area for solid growth and a sound future."



Served, 1954-1957, as Head of Largest World-wide Masonic Organization (Royal Arch Masons)

TOM Q. ELLIS
Clerk, Supreme Court of Mississippi

WLBT Hollingbery 3 | WJTV Katz 12

Serving the Jackson, Miss., Television Area

FCC Approves RKO, Zenith Pay TV Test

WASHINGTON, Feb. 24—The Federal Communications Commission today gave the green light to RKO General and Zenith Radio Corp. for a three-year test of pay tv over WHCT, uhf Channel 18 in Hartford.

The test will be the first since FCC announced in 1959 that it is prepared to permit limited on-the-air experimentation with pay tv. It is the only application that the commission has received.

The application was filed after RKO General purchased the near-defunct WHCT with the intention of running a pay tv trial, similar to one which is under way near Toronto. Although the Hartford market has a substantial saturation of sets capable of receiving a uhf station, RKO General had warned FCC that WHCT would not be operated unless the pay tv application was approved.

■ The plan calls for the pay tv operation to get under way as soon as 2,000 decoders are installed in home receivers. FCC has been told that it will take six months to make these arrangements, and that about 10,000 decoders will be installed by the end of the first year.

The commission has prohibited the station from requiring that the public buy decoders, but a $7.50 to $10 installation charge has been authorized, plus a maintenance and depreciation charge of from $28 to about $40 a year. Individual programs are to be priced from 25¢ to $3.50, but RKO General does not expect to recover the full $10,000,000 estimated cost of the three-year experiment.

In support of its application RKO General promised that no programs normally offered on free tv will be transformed into paid programs. It also said there will be no commercials on pay tv during the test period. #

Average Family to Spend $8,800/Year by '75, McG-H Says

NEW YORK, Feb. 24—By 1975 the average American family will have $8,800 a year to spend—after taxes.

Also by 1975, 69% of American families will have annual incomes in excess of $5,000.

Some 9,000,000 passenger cars will be produced in 1975, and there will be 2,000,000 new housing starts (of which 40% will be pre-fabs).

These are some of the glowing forecasts made by the department of economics of McGraw-Hill Publishing Co., in a new study just issued.

McGraw-Hill points to a gross national product of $940 billion in 1975, up 87% from 1960's $503 billion. It plots an 88% growth in consumer expenditures, to a total of $656 billion.

Snippets from the study show this picture of the 1975 world:

• "Many people will own two houses . . . This will probably mean at least one car in each place . . . Most new homes will be completely air-conditioned year-'round . . . The average man or woman may own twice as many separate garments as today . . . People will be using helicopters for short trips . . . A few of us may be able to make journeys in outer space." #

KICN Promotes Sutton

Joseph K. Sutton, previously an account executive of KICN, Denver, has been appointed sales manager of the radio station.

GREEN AND ORANGE—*The Irish won't object to orange when mixed with a certain ingredient, according to this Smirnoff Vodka ad scheduled for Life March 3 and The Saturday Evening Post March 11. Lawrence C. Gumbinner Advertising is the Smirnoff agency.*

Ad Council's Anti-Slump Drive to Be Unveiled

NEW YORK, Feb. 24—An anti-recession ad campaign to be called "confidence in a growing America," sponsored by the Advertising Council, will be unveiled in Washington next Thursday. Details of the drive were given here yesterday to a closed meeting of some 80 corporation executives.

The new campaign, to be handled by McCann-Erickson, with a pr assist from Bozell & Jacobs, will be similar to the council-sponsored effort of 1958, which was geared to the same theme. The '58 drive, aimed at combatting the inroads of recession, won about $20,000,000 in free space and time. It was widely credited with helping to end that slump.

McCann copy for the new drive will say, "Today's record-breaking research will result in whole new industries . . . millions of jobs . . . more opportunities for all. The long-range trend of the economy is up." The new ads will be shown to a Washington press meeting next week by Luther H. Hodges, Secretary of Commerce. #

Lincoln-Mercury Begins Largest Direct Mail Drive

Lincoln-Mercury division of Ford Motor Co., Dearborn, Mich., has launched its largest direct mail campaign, with 5,000,000 mailings scheduled over the next five months. The first mailing, to owners of 1958 and 1959 model Chevrolets, Plymouths and Mercurys, will offer prizes for visiting Mercury-Comet showrooms. In states where prize programs are prohibited, recipients can choose from a variety of gifts.

The second part of the program, scheduled for later this summer, will give recipients a chance to win one of 50 new Mercurys or Comets by visiting a dealer to validate the entry. In states where laws prohibit this, a contest of skill will be used.

International Uses Color

International Shoe Co., St. Louis, becomes one of the first advertisers to experiment with color for spot tv on a regular network show, by scheduling three of its 12 spots on the "Jack Paar Show" (NBC-TV) in color, according to Fred A. Niles Productions, Chicago, which produced the spots. The 12 spots, beginning this month, feature International's men's line. Krupnick & Associates, St. Louis, is agency for the line.

Last Minute News Flashes

JWT to Eliminate Chairman, Vice-Chairman Titles

NEW YORK, Feb. 24—The new board of directors of J. Walter Thompson Co., holding its first meeting next Tuesday, is expected to eliminate the titles of chairman and vice-chairman. The move will come with the retirement that day of Stanley B. Resor *(see story on Page 8)*, chairman since mid-1955, when Norman H. Strouse became president. Henry C. Flower Jr. and Samuel W. Meek have been vice-chairmen since 1955. It was understood that both are to continue in their usual areas, minus the titles. Mr. Strouse, who does not favor a complex management setup, is expected to announce shortly a number of other changes in JWT's top echelon. One recent switch was the naming of Dan Seymour, tv director, to take responsibility for overseeing new business.

U.S. Study Sees New Car Market Equal to '60

WASHINGTON, Feb. 24—Prospective buyers for new cars during the next six months are as numerous as a year ago, and more numerous than in January, 1959, according to surveys of consumer buying intentions conducted by the Census Bureau in January for the Federal Reserve Board. The quarterly series shows similar strength for tv sets and used cars, but a dip in the number of prospects for refrigerators, washing machines and houses.

GE to Repeat 1¢ Sale Campaign

SYRACUSE, Feb. 24—General Electric Co.'s tv receiver department next month will repeat its 1¢ coordinate sale that "cleaned out retailers' showrooms last year." The sale offers a swivel tv stand or a mobile tv cart for 1¢ with the purchase of any GE 19" Designer tv set. Starting March 5, a color page will appear in the Metro Sunday Group, with a b&w r.o.p. version of the ad running in 92 newspapers. Young & Rubicam, New York, is the agency.

Buckhout Drops Suit as Gallagher Recants

NEW YORK, Feb. 24—F. Clay Buckhout, vp and advertising director of *Life*, has withdrawn a $550,000 libel suit against Bernard Gallagher and the "Gallagher Report." Mr. Buckhout said he was "satisfied" with a "public admission of error" by Mr. Gallagher. The upcoming "Gallagher Report" will say that it erred in declaring that Mr. Buckhout was "on his way out" as ad boss of *Life*. The "Report" will add that Time Inc. has given assurances that Mr. Buckhout's "position and future status with the magazine are secure."

Blue Bell Shifts to Altman-Stoller

NEW YORK, Feb. 24—Blue Bell Inc., maker of Wrangler western wear, Jeanie women's sportswear, Sedgefield men's wear and Blue Bell work clothing, has appointed Altman-Stoller as its advertising agency effective July 1. The present agency is N. W. Ayer & Son. The account is estimated to bill $750,000.

New Lipton Tomato Soup Bows; Other Late News

• **Thomas J. Lipton Inc.** is introducing a new tomato soup mix without sparing the hard sell. "Announcing old-fashioned tomato soup put up in a new mix way. Warning! It won't taste like anything out of a can. It's different," reads one headline. Color spreads are scheduled for *Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal* and *McCall's;* pages in *Family Circle, Life, Look, Woman's Day, This Week Magazine* and independent Sunday supplements, plus extensive network and spot television. The soup is introduced on a purchase-price-refund basis. Young & Rubicam is the agency.

• **William L. Sanborn,** vp and treasurer of Winius-Brandon Co., St. Louis, has been elected president of the agency. Mr. Sanborn, who joined the agency in 1941 as an accountant, succeeds Enno D. Winius, who was elected board chairman.

• **Alynn Shilling,** vp and director of advertising and sales promotion of National Distillers & Chemical Corp., New York, will retire May 1. His successor is expected to be Braddock Greene, director of advertising.

• **H.I.S. Sportswear Co.,** New York (Leber & Katz), will run a 26-week spot radio push in New York, Chicago, San Francisco, Los Angeles and Dallas, starting April 3, to promote its new Sorcery sport coats and Piper and Post-Grad slacks. Approximately 18 one-minute spots will be used per week per market, combining taped teen-age endorsements with live disc jockey tie-ins.

• **York Corp.** division of Borg-Warner Corp. will run an eight-page two-color insert in the May *Coronet* for its room air conditioners. In June, color spreads in *Newsweek, The Saturday Evening Post* and *This Week Magazine* will announce a "Spirit of '76" contest, with $130,000 in prizes. A third campaign of pages and spreads will run in home building and mass circulation magazines, promoting York's "balanced cooling." Keyes, Madden & Jones, Chicago, is the agency.

• **Crescent Mfg. Co.,** Seattle, has switched its $100,000 Crescent spice, extract, nut, ice cream topping and Mapleine syrup flavoring account to Baker & Stimpson Advertising, Seattle, from Pacific National Advertising Agency. The latter continues as agency for Crescent's Gold Shield coffee.

• **Eastern Air Lines** plans to petition the Civil Aeronautics Board for a reconsideration of its decision barring the airline from using the DC-8B designation *(see story on Page 1A)*.

• **Federal Trade Commission Chairman** Earl Kintner today announced he will become a partner in the Washington law firm of Arent, Fox, Kintner, Plotkin & Kahn. He said he would remain at FTC until Paul Rand Dixon's confirmation as his successor, expected early next month.

• **Wall Street Daily,** New York, scheduled to appear at $1 a copy on March 6, has named Arthur H. Haut Associates to handle its account, which will bill about $1,000,000 in the next six months via newspapers, magazines, and direct mail. The paper plans to accept no advertising.

• **North American Philips Co.,** New York (C. J. La Roche Co.), has begun buying saturation weekend spot tv schedules in a large number of markets for a six-week push starting April 8. Norelco requires stations to guarantee (1) that ratings for the weekend package will total 125 points on ARB; (2) that the spots be equally spread throughout the day; and (3) that a preponderance of minutes be scheduled, with the remainder comprised of 20-second spots and station breaks.

Schaefer Named Bud Wholesaler in N. Y. Area

NEW YORK, Feb. 24—Anheuser-Busch Inc., St. Louis, has appointed F. & M. Schaefer Brewing Co. to handle distribution of Budweiser and Michelob beers in the New York metropolitan area.

Although few details could be obtained at press time, it is known that Schaefer will take over distribution for Busch's Westbury, Long Island, branch March 1.

Schaefer has come to an arrangement with the local teamsters' union to handle Budweiser and Michelob in Queens and Nassau counties. How much more of the New York metropolitan area will be serviced by Schaefer could not be learned.

■ William Bien, Anheuser-Busch vp of marketing, told ADVERTISING AGE that "Schaefer will be another one of our wholesalers." He described the move as a test and added that he thought it was the first time that a national brewer had effected such an arrangement with a regional brewer. (However, Miller Brewing Co. reportedly had a similar deal several years ago with American Brewing Co., New Orleans.)

Anheuser-Busch, the nation's largest brewer, with sales last year of 8,480,000 bbls., has a brewery in Newark, N. J., and sales branches in Brooklyn and Westbury. Busch does not have a wholesaler in the New York metropolitan area and sells directly to the market through the two branches. Budweiser, a premium-price beer, and Michelob, a draft beer, would not be competitive with Schaefer, a popular-price beer.

Schaefer, the eighth largest brewer in the U. S., had sales last year of 3,101,000 bbls.

■ Other large local brewers see "little significance" in the new development, because premium beers have a low sales volume (about 5%) in the New York metropolitan area. However, the move could have far-reaching effects because Schaefer has a strong distributing setup in this area. #

PHILIP R. HUME

CINCINNATI, Feb. 22—Philip R. Hume, 69, board chairman and treasurer of Keelor & Stites, died yesterday in Jewish Hospital.

Mr. Hume began his business career with J. Walter Thompson Co., and later was advertising manager for A. S. Boyle Co. of this city, and an account executive with Proctor & Collier ad agency.

He joined Keelor & Stites as merchandising director and account executive in 1927, became vp in 1940, president in 1951, and board chairman and treasurer in 1956.

He was a past vice-president of the First Advertising Agency Group and a past president of the Cincinnati Industrial Advertisers.

Rums of Puerto Rico Led Spirits Advertising in L.A.

Media Records has reported Rums of Puerto Rico led all distilled spirits brand advertising in Los Angeles metropolitan newspapers in 1960, with a total linage of 92,523. Consumption of Puerto Rican rum in the Los Angeles area increased 47% during 1960. The company's objective was to increase consumption 20-25%.

Total linage was devoted exclusively to the promotion of the daiquiri, with an endorsement of the new Don the Beachcomber frozen fresh daiquiri mix. Ogilvy, Benson & Mather handled the campaign.

Mediocrity in Ads Is 'Fraudulent, Immoral,' Marsteller Tells Four A's

(Continued from Page 1A)
by the definition of their president? Can you give your ungrudging best to an assignment your boss dismisses as insignificant?" Mr. Marsteller asked.

He pointed out that the same man "who gives up on quality for trade paper ads has said he squirmed under the agency commission system and says it is immoral.

"I disagree with him wholeheartedly," Mr. Marsteller said. The commission system "may be unsound, unprofitable or archaic (none of which I believe), but it is not immoral," he said. What is immoral, in Mr. Marsteller's opinion, is "accepting the premise that some of the advertising we do for our clients must be shoddy because people don't want to make it excellent."

■ For the sake of the ad business, Mr. Marsteller said, admen must produce the best work they are capable of, regardless of the type of assignment or size of the account.

"Given the right climate, copywriters and artists can attain creative excellence and find the same pride in a well-done trade ad that they do in mass media advertising," the agency president said.

"We tend to think of excellence as a brilliantly executed inspiration. But this is all wrong. Excellence is not reserved for the inordinately talented; excellence, I am convinced, springs not so much from stark inventiveness as from clarity of purpose and attention to detail," Mr. Marsteller said.

■ He told the audience how his agency strives to "bury mediocrity in our business" and seeks to create the climate that "nurtures excellence":

"First of all, we are trying to put our most creative people in the most sensitive spots in the company—those that carry the most prestige and the most money.

■ "Second, while we are, of course, trying to hire the best people we possibly can, we are at the same time trying to eliminate from our staffs those of low ambition and limited ability.

"Third, we are trying to be articulate to our people about the work they are doing. We praise publicly and criticize quietly, but we are trying to let all our people realize that what they are doing is being judged.

"Fourth, we have only one set of standards—all the way from getting to work on time, through the writing of conference reports and including preparation of advertising itself, and those standards are equally binding on management and non-management people of every station."

■ Mr. Marsteller explained his agency's rationale behind "making bosses of our most creative people." He admitted that "this is all wrong according to most of the books on personnel and management guidance. The best writer isn't the best manager, the best artist is perhaps anti-social . . . This is what we are told.

"You know how this philosophy goes, and the odds are you believe this," he told the agency men.

"I don't," he said. "Or at least, I do believe this: There are a few really fine writers who are good business men; there are a few artists who are truly gregarious and responsive to client motivations; there are production men with both a sense of urgency and a sense of beauty. If these people do exist, in however limited quantities, why shouldn't they work for us?"

Admen Are Shy Guys at Heart; Rivalry in Field Shocks Many, Says Psychologist Lundin

NEW ORLEANS, Feb. 21—Despite their hard-driving appearance, agency executives are afraid of competition, "and try to avoid the hand-to-hand combat which seems to characterize the business world."

This verdict was handed down by Dr. William H. Lundin, director of Psychological Dynamics, Chicago, speaking at a luncheon meeting of the southwest region of the American Assn. of Advertising Agencies.

Explaining his thesis, Dr. Lundin told the group: "To compete successfully, the agency must determine first what it is selling. Unfortunately, many agencies defeat themselves, even before they begin. There is a fear of competition. Many men who enter the service business do so to avoid the competitive struggle, preferring to render service to others."

When these men become agency executives and owners, however, "they discover that competition in the service field is even worse than what exists elsewhere," he said. "For agency competition is personal competition, the very thing they have tried to avoid." Those fortunate agency owners who don't have this personal problem are successful, Dr. Lundin said, "for they find that most other owners run scared." #

BOW—*Dow Chemical Co. is introducing its crab grass killer with ads like this in The Saturday Evening Post and rotogravure sections (AA, Feb. 20). MacManus, John & Adams is the agency.*

Oregon TV Drops Channel Bid

Oregon Television has petitioned the Federal Communications Commission to withdraw its application for Channel 3 in Salem, Ore., leaving Willamette-Land Television, Salem, as the only remaining applicant. Oregon TV, which operates KPTV, Portland, said it was withdrawing its application, filed when it appeared it would be the only applicant, to expedite approval of a licensee for Channel 3.

Tedesco Buys WMIN

Tedesco Inc., St. Paul, has purchased WMIN, St. Paul, from Franklin Broadcasting Co., St. Paul, for $200,000, subject to FCC approval. The station has already received FCC approval to increase its watts from 250 to 1,000. The change will be effected 30 days after Tedesco takes over about April 1.

The Breathing Bandage

FIRST AID—*This is one of a seven-ad series of b&w pages which will run for 33 consecutive weeks in Life—one every week, starting March 3—promoting Johnson & Johnson's first aid products (AA, Feb. 20). Headlines stress "human quality" of the products. Young & Rubicam is the agency.*

Bartell Buys Stock Control of Macfadden

(Continued from Page 1A)
tively, it was learned that five other sellers made up the 125,000-share total.

Commenting on the departure of Mr. Whitford and Mr. McSweeney from the Macfadden board, Mr. Manheimer said, "They were never really active, and, actually, they didn't belong here in the first place." He indicated that both men previously had asked to be relieved of their responsibilities.

■ While no major changes are contemplated at Macfadden, ADVERTISING AGE learned that Bartell is seeking a general manager for the publication group—a new post. New attention also will be focused on expanding Macfadden's paperback book line, and this will be tied editorially to Macfadden's other publications. Bartell also plans an extensive advertising campaign in April, which will highlight its acquisition of Macfadden. Although ad plans are not yet completed, Bartell plans to use its own and other radio stations and perhaps other media.

In addition to stations currently owned and operated by Bartell, it had previously bought and sold WYDE, Birmingham; WAKE, Atlanta; and KRUX, Phoenix. Bartell last year purchased Tele-Curacao, a tv station in the Dutch West Indies, and currently has Tele-Aruba, a tv station on the island of Aruba, in the development stage.

Macfadden Publications is the publisher of *Climax, Master Detective, Photoplay, Saga, Sport, True Detective, True Experience, True Love, True Romance, True Story* and *TV-Radio Mirror*, plus several annuals and paperbacks. Macfadden will maintain its headquarters at 205 E. 42nd St., New York. #

Schlitz Elects Bob Uihlein

Robert A. Uihlein, exec vp of Jos. Schlitz Brewing Co., Milwaukee, has been named president of the brewery. He succeeds his uncle, Erwin C. Uihlein, president of Schlitz since 1933, who moves up to board chairman.

Dundas Joins EWRR

Robert W. Dundas Jr. has joined Erwin Wasey, Ruthrauff & Ryan, Houston, as an account executive. Mr. Dundas was formerly with KPRC-TV, Houston.

Give Board Power to Fine Stations for Violating Ad Limit, Canada MPs Urged

MONTREAL, Feb. 21—Television and radio stations that exceed the advertising limits set by the Board of Broadcasting Governors should be made subject to substantial fines, in the opinion of Andrew Stewart, board chairman.

Dr. Stewart told the special House of Commons broadcasting committee that there have been "excesses" in advertising but that the board, so far, had not exercised its legal power to suspend a station's license or seek a summary conviction. He suggested that the board, instead of taking either of those steps, could impose a fine equal to the value of the excessive advertising. Such a penalty would be "more to the nature of the crime," he said.

Present restrictions on advertising vary according to time periods. For example, a tv or radio station cannot use more than four minutes and 15 seconds of advertising every 30 minutes. There also is a limit of five ads every 15 minutes.

■ Dr. Stewart said these are difficult regulations to administer. Often it is impossible to determine from a station's log how much advertising it is carrying, he said. Sometimes it has been necessary to monitor the station.

In the hearing J. W. Pickersgill, a Liberal member of Parliament, said the Canadian Broadcasting Corp. had perverted its own principles in advertising American magazines. He told the committee that the publicly owned CBC radio station, CBO, in Ottawa, daily asks its listeners to buy *The Saturday Evening Post* and *Redbook*.

Mr. Pickersgill called this "an outrageous situation" in view of the fact that the CBC exists to preserve and promote things Canadian, and that the question of American magazines now is before a royal commission.

Dr. Stewart replied that the Board of Broadcasting Governors does not regulate the advertising material stations may carry, adding that the board does not intend "at this time" to attempt to classify advertisements for Canadian content in the same way that actual programs now are being classified.

■ He suggested a thorough study of sponsor influence on radio and tv programs. He told the committee that he agrees with statements that sponsors sometimes exercise control over program content.

He warned, however, that there is a danger in picking out two or three cases of such influence and then making generalizations, because the results may be false. #

SAS Sets 16-Page Air Travel Ad in Five Newspapers

NEW YORK, Feb. 23—Scandinavian Airlines System is spending more than $100,000 to run a 16-page tabloid supplement in the Sunday editions of five metropolitan dailies.

According to Edward C. Hoffman, SAS account supervisor at Adams & Keyes, this constitutes the largest single ad ever placed in the U.S. by a foreign airline.

Called "SAS treasure chest of world travel," the advertising section will run this Feb. 26 in the *New York Times* and then will appear in the March 5 issues of the *Chicago Tribune, Los Angeles Times, New York Herald Tribune* and *San Francisco Chronicle*.

The section features articles, pictures and tips about world travel, woven around glowing descriptions of SAS services. The accent is on Europe. Eight of the pages are in color.

Extra copies of the section have been printed for distribution to travel agents and use in SAS sales offices.

The "treasure chest" promotion also will be backed in ads scheduled for *Holiday, National Geographic, The New Yorker, Sports Illustrated, Sunset Magazine* and *Time*. #

Dow-Corning Plans Drive for Syl-mer

MIDLAND, MICH., Feb. 23—Dow Corning Corp. will launch a campaign next fall for Syl-mer silicone finishes for leather and textiles.

Half-page ads are scheduled for three supplements—in the *New York Times, Chicago Tribune* and *Los Angeles Times*. In addition, a special section on Syl-mer for decorative fabrics is slated for the 1961 *House & Garden Book of Decorating*.

■ Other ads will run in *Sports Afield, Outdoor Life* and *Field & Stream* September through November.

Advertising at the trade level will be mainly through the Fairchild trio—*Daily News Record, Home Furnishings Daily* and *Women's Wear Daily*.

Chirurg & Cairns, New York, is the agency. #

Permaglas Sets Ads in 'Reader's Digest,' Business Publications

KANKAKEE, ILL., Feb. 22—The Permaglas division of A. O. Smith Corp. will touch off its 1961 ad program with a full-color page ad

PERMAGLAS PUSH—*The Permaglas division of A. O. Smith Corp. will launch its 1961 consumer ad program with this color page in the March issue of Reader's Digest.*

in the March issue of *Reader's Digest*. The division manufactures domestic water heaters.

The company plans to run ads every month in *Reader's Digest* for the rest of the year. In addition, trade advertising is scheduled in *Butane-Propane News, Journal of Plumbing, Heating & Air Conditioning, Plumbing & Heating Business, Supply House Times* and *The Contractor*.

Among the promotion aids which will be available to more than 16,000 Permaglas dealers is a 5x6' action display of a girl in a bathtub, adapted from the *RD* ad.

Grant Advertising, Chicago, is the agency. #

BBDO Clears Up 'Misunderstanding,' Keeps Dodge Dealers

(Continued from Page 1)

vened Monday, and the vote to stay with BBDO was made.

■ Jack Brahms, account executive with BBG&W, confirmed that the agency initially was concerned about the power of the dealers to act at the Wednesday meeting. But he said committee members assured the agency that it had the account, and that the agency took the dealers at their word. "The subsequent developments certainly were not anticipated by us at the time we made the announcement," he said.

"When I was confronted by the factory representative after the announcement was made by BBG&W," Mr. Gardner said, "I had to admit that this was not an official meeting."

He said yesterday's meeting was an official meeting of the committee. John Wilson, of BBDO's Detroit office, was on hand, accompanied by Arnold Thompson, from Dodge's Detroit advertising office. Mr. Wilson's meeting with the dealers was strongly supported by R. C. Jarvis, chief of Dodge's regional sales office.

"BBDO asked for another chance," Mr. Gardner said. "The dealers who weren't at the Wednesday meeting and hadn't seen the BBG&W presentation voted to give them another chance, and some of those who voted with BBG&W last week switched."

■ The BBG&W invasion of Philadelphia was the beginning of a drive for more Dodge area accounts, according to Mr. Brahms. BBDO has Dodge national advertising and almost all the dealer groups. But Mr. Brahms said his agency's success in making Dodge third in the Baltimore market caught the admiration of the Philadelphia dealers. He said the agency intended to try for other Dodge dealer groups now with BBDO.

The nature of the differences between the Philadelphia dealers and BBDO were unspecified. "Some were unjustified," one source said. "Others were more valid."

Part of the uneasiness stemmed from the dip in car sales. "But after all," a source said, "at this time last year we had spent over $200,000 for advertising, while this year we have spent less than $100,000. BBDO can't be held responsible for all of this."

At the meeting Monday, dealers sought assurance that BBDO would improve its servicing of the account. During their talks with BBG&W they had been assured that the new agency would open a Philadelphia office staffed with fulltime representatives. On Monday they got a promise that BBDO would try to have its people spend more time in the Philadelphia area, and it was agreed that the agency would have a desk at the Dodge regional sales office. #

Linder Changes Agency Name

Linder, Beringhouse & Lawrence, Los Angeles, has changed its name to Normond Linder & Associates. At the same time the agency, which bills about $600,000 in retail and sales promotion advertising, has promoted John Catalani to account executive and Elaine Grace to art director.

Amoco Promotes Perrin

Robert W. Perrin has been given an executive assignment in the office of the marketing vp of American Oil Co., Chicago. He formerly was a research associate in the company's marketing research department.

ABC-TV Plan 'Cuts Ads' Effectiveness' but 'May Give Better Station Lineups'

(Continued from Page 1)

cial time is to decrease the value of all.

3. The lengthened time for spots will be a temptation to stations to triple spot.

4. If this bit of time is going to be "stolen" from advertisers, they should be rebated for the time "stolen."

There hasn't been an answer yet to the Compton letter, which was written by Frank Kemp, a vp. The agency, however, is hoping that this "trial balloon," which ABC orbited once before, will be shot down again.

■ Lee Rich, Benton & Bowles vp, also has registered a strenuous objection with ABC on much the same grounds. Mr. Rich, who also has not had an answer to his letter yet, complained that taking something away from the advertiser that he is paying for and giving it to the stations will lead to overcommercialization and triple spotting.

Mr. Rich hopes there will be sufficient pressure from advertisers and agencies to cause ABC to reconsider. The prospects, however, really "depend on whether the network is already committed to stations," he said.

■ Other agencies have a divided reaction to the ABC proposal to broaden the spot breaks. One agency media vp, who did not want to be identified, could see compelling reasons for, as well as against, the move. On the one hand, he was not anxious for an increase in commercial time, which would water down the effectiveness of all commercials.

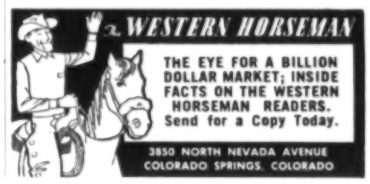
On the other hand, he considers it vital to advertisers that ABC provide good station lineups—more spot time will be an effective lure here—and that there be more prime spot availabilities, of which there are never enough to go around. In balance, it sounded as if he leaned toward the network position.

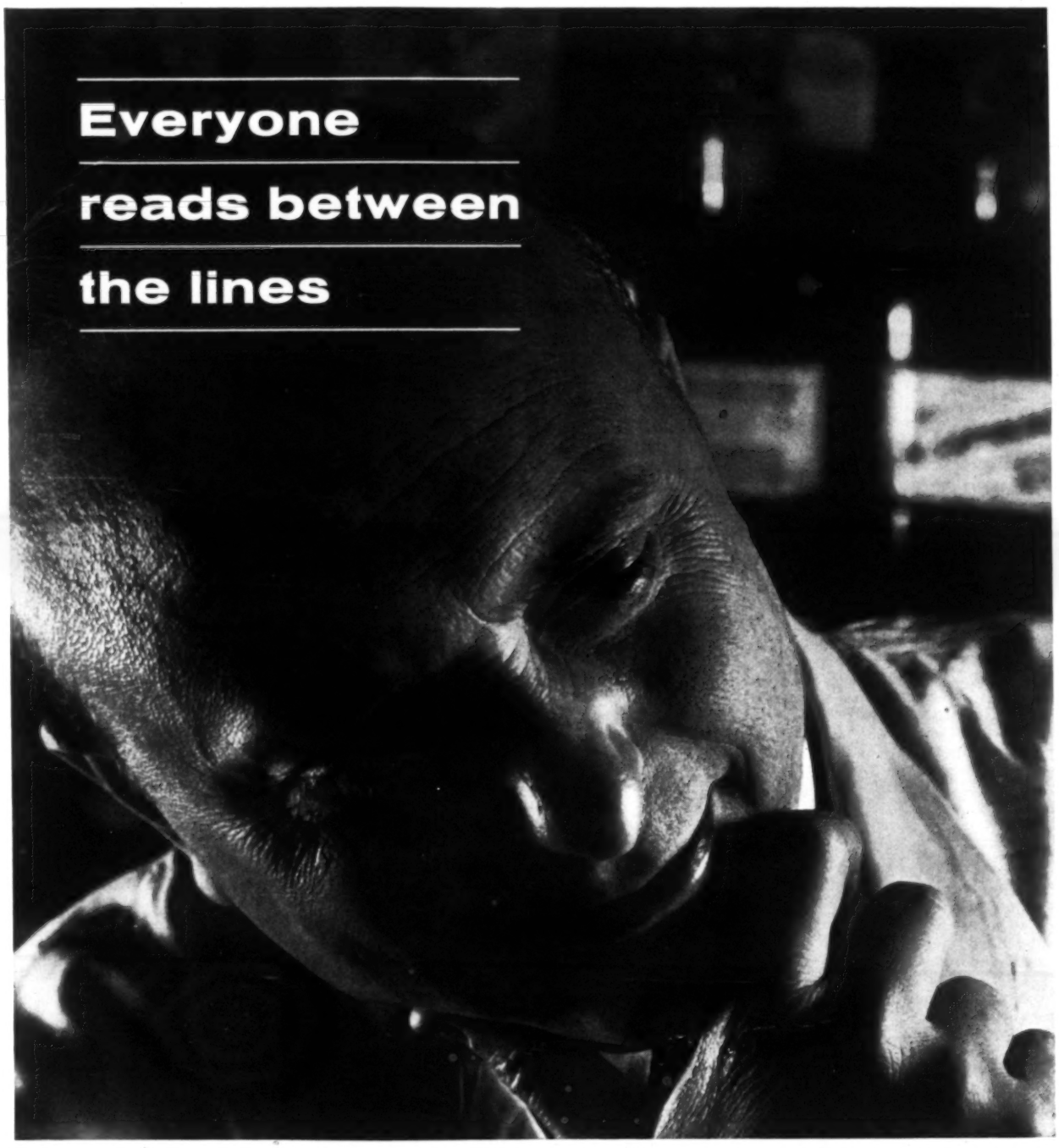
■ Ted Bates & Co., the No. 1 agency on ABC and an advocate of spot tv, hasn't contacted ABC yet on this issue. Here the weighing of the pros and cons undoubtedly is between the program-oriented executives and the media bosses, who constantly are seeking to improve their spot schedules.

For Bates, and for other agencies very active in both network and spot, this will not be an easy decision. There is no certainty that they will put their weight on the side of those who want to build enough agency-advertiser "pressure to persuade ABC to change its mind." #

Buckfield Names O'Leary

Buckfield Packing Co., Buckfield, Me., has appointed Jerome O'Leary Advertising, Boston, to handle advertising for its line of Bessey's fruit juice drinks, jams and jellies.





When a druggist studies your catalog, he sees more than just text and pictures. Unconsciously *he reads between the lines* for evidence of your company's character. He looks for the quality image that only a good printer can help you achieve. Select your printer carefully — and early enough to get his help in the planning stages. Very likely he will specify a Warren paper, because he'll get better results — and so will you. *S. D. Warren Company, 89 Broad St., Boston, Mass.*

Warren's HIGH STANDARD

printing papers make a good impression

FINE PRINTING PAPERS FOR ADVERTISING LITERATURE AND THE PUBLISHING OF BOOKS

Ads for Tempest Aimed to Find New Market by Giving Car 'Gutsy' Image

Britton, Marker Tell Broadcasters Compact Has 7% of Its Market

NEW YORK, Feb. 21—The advertising strategy used in the introduction of Pontiac division's new compact, Tempest, was unveiled here today by two visiting Detroit agency men, Robert E. Britton, vp and executive director of marketing, media and research of MacManus, John & Adams, and Robert S. Marker, vp and director of the agency's creative and media departments.

Messrs. Britton and Marker told the Radio-TV Executives Society how they built "a red-hot advertising campaign" which has already helped Tempest to capture 7% of the compact car market, despite its late introduction—last November, a month behind the other 1961 compacts.

The agency began working in January, 1960, when the General Motors division revealed its plans to produce the four-cylinder car. The first step was to study consumers' car-buying habits, with special emphasis on their attitudes toward engines.

■ After a model of Tempest had been produced, MacManus tested it on the road, along with other compacts. Thorough research showed the agency that the new car's best first-year prospects would be men (1) between 24 and 44 years of age (compared with the average buyer, who is 42); (2) primarily earning under $6,000 annually, with some appeal to the over-$9,000 bracket; and (3) working in professional and managerial, as well as in sales, clerical and skilled jobs.

Advertising for other compacts had followed a pattern, Mr. Marker said. It had emphasized "the happy wife shopping, the kids, the dog, the smiling faces, the emphasis on economy, the vague generalities, wispy words and trite art. They were largely being portrayed as women's cars, family cars.

"Men don't like family cars. The car is a personal thing to the man. Wouldn't a new-size car click if portrayed as a real man's car—gutsy, virile, a performer? Couldn't we sell the woman if we sold the man?," the agency pondered.

■ MacManus sought the under-$6,000 wage earner because research showed that Tempest appealed to the low-price market. The over-$9,000 bracket was also to be wooed because the car was felt to suit the needs of the two-car family. Many buyers in between were still looking forward to buying their first big car. Tempest, therefore, cut very little into Pontiac's market, Mr. Britton noted.

To overcome the late introduction of Tempest, the Pontiac division began an earlier publicity campaign. "The car made great copy for newspapers and automobile-enthusiast magazines, and by November—before a line or minute of advertising had appeared—the Tempest was a hot topic," Mr. Marker said.

"The hot topic is the new Tempest" thus became the theme of the car's spot radio campaign and was also used in one of three network tv commercials. Another tv ad showed teen agers putting Tempest through a rigid test, while the third commercial dealt with Tempest's choice as "car-of-the-year" by *Motor Trend*.

■ A wide variety of magazines were used to reach various segments of the population, Mr. Britton explained. *Life*, *Look* and *The Saturday Evening Post* were selected to reach the large general audience; *Esquire*, *Holiday*, *The New Yorker* and *Sports Illustrated* were selected for their style-setting readers; *Mechanics Illustrated*, *Popular Mechanics*, *Popular Science* and *True* were selected for the mechanically-minded group; *Hot Rod*, *Motor Life* and *Motor Trend* were used for their knowledgeable readers; and *Sunset* was added because compact sales were high on the West Coast.

Newspapers were also used. All copy emphasized the car's four-cylinder engine.

But the job still was not completed. The agency wondered: "Is our message getting through? Are readers and viewers getting this story? Is our copy too long, too technical?"

■ To answer these questions, a copy test was conducted in 10 cities among 352 respondents, 75% of them adult males. "Both our print ads and tv commercials obtained the highest scores we have seen to date for any ads or commercials," Mr. Britton said. Recall of the "hot topic" tv commercial showed that 49% remembered at least one copy point. Recall of the "teen ager" tv ad was 51%.

But did Tempest sell? Mr. Britton explained that it has consistently been outselling two of its compact competitors in sister GM divisions, Oldsmobile's F-85 and the Buick Special, without cutting significantly into the normal market for the full-size Pontiac. #

Three Move to Keyes, Martin

Keyes, Martin & Co., Springfield, N. J., has added three new accounts. They are Hillyer Corp., Cranford, N. J., manufacturer of numerical control equipment; Frequency Standards, division of Harvard Industries, Asbury Park, N. J.; manufacturer of microwave equipment; and Wintriss Controls, division of Industrionics Controls, New York. William Ward & Co., Union, N. J., is the former agency of record for Frequency Standards.

Packard Adds Welch's

L. S. Whipple has joined Jack Packard Advertising, Glendale, Cal., in charge of copy and planning and William Nelson has joined the agency as client contact man. Mr. Whipple was formerly with Martin R. Klitten Co. Mr. Nelson was formerly with Trade Publications. At the same time, the agency has been named to handle advertising for Welch's Industrial Uniforms.

Ford Puts Show on Road

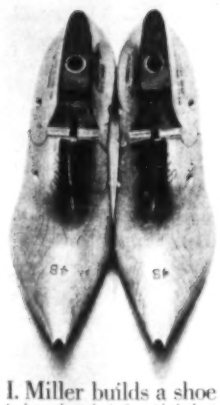
Ford Motor Co., Dearborn, Mich., is readying its 1961 "American Road" traveling shows, which visit U.S. shopping centers, featuring the auto line and professional magicians. Since 1957, some 12,000,000 people have seen the shows, Ford said.

Wise Named Exec VP

John W. Masury & Son, Baltimore, manufacturer of paints, varnishes and enamels, has promoted George V. Wise to exec vp. He formerly was vp in charge of advertising.

Stern, Walters Adds Capitol

Capitol Packaging Co., Melrose Park, Ill., aerosol packaging specialist, has appointed Stern, Walters & Simmons, Chicago, to handle its advertising.



I. Miller builds a shoe
(and new shapes begin first with the Last)

I. Miller builds a shoe
(we take 214 deft steps before you take one)

The shoes that I. Miller built
(smart women know where to find them)

STEP-BY-STEP—*I. Miller & Sons Co. will run this trio of color ads, one a week starting March 4, in The New Yorker to point up the care and skill involved in quality shoe manufacturing. The sequence is shown here left to right. Jane Trahey Associates, New York, is the agency.*

Australia Agencies Set Copy Interchange

SYDNEY, Feb. 21—The Australian Assn. of Advertising Agencies has followed the lead of the American Assn. of Advertising Agencies in setting up a copy interchange program to check objectionable advertising.

The program springs from public attacks on advertising and the conviction of the industry's leaders that unless voluntary controls are instituted, bureaucratic controls will follow.

The Australian plan provides that any member agency may report to the association any advertisement which in its opinion is objectionable or against the interests of the public.

The association committee on improvement of advertising content will examine and vote on each submission. The report of the committee's vote, together with the criticism, will be forwarded to the placing agency.

■ It will be the placing agency's responsibility to take corrective action, including calling the criticism to the attention of the client concerned.

If the placing agency answers, its reply will be forwarded to the complaining member. If it does not answer, or answers unsatisfactorily, the committee will report accordingly to the association.

In planning the measure the association has been guided by overseas experience, particularly American, where systems of voluntary control have proved effective.

The Australian plan applies to television, radio, all print media and outdoor advertising. #

Maxon Expands Wible's Administrative Duties

Maxon Inc., Detroit, has appointed Arthur R. Wible, vp and director, to the additional post of administrative assistant to the president. In his new capacity, Mr. Wible will assist Lou R. Maxon, president, in all administrative duties.

Arthur R. Wible

Prior to joining the agency in 1954, Mr. Wible was vp in charge of sales and advertising for Altes Brewing Co., Detroit.

Wolters Joins Dairy Queen

Mark J. Wolters, formerly assistant to the president of Roman Advertising Co., St. Louis, has joined Dairy Queen National Development Co., St. Louis, as assistant to the advertising director. He will also be in charge of public relations.

Tourism Bill Passes Senate

WASHINGTON, Feb. 21—Carrying a "must" label from President John F. Kennedy, the plan for a U. S. travel agency to draw tourists from abroad sailed easily through the Senate this week.

Under the plan, the travel operation will be established as a branch of the Department of Commerce. At the President's suggestion, the head of the agency will be designated an Assistant Secretary of Commerce, to give the operation additional status.

Soon after the travel bill cleared the Senate, President Kennedy advised congressional leaders that it is among 16 bills which he regards as essential during the current session of Congress. He had previously instructed Commerce Secretary Luther Hodges to have a travel promotion plan ready for his consideration by April 1.

The proposal for the travel office was whipped through the Senate by Sen. Warren Magnuson (D., Wash.), chairman of the committee on interstate and foreign commerce, which failed to act on a similar Senate bill which reached the House last summer.

■ As reported with the President's blessing, the new travel office is to be authorized to spend $5,000,000 to operate travel offices abroad, conduct advertising campaigns and engage in other promotional activity. The travel office is to have a 20-man advisory committee, with representation from various segments of the travel industry.

In the Senate discussion of the bill, Sen. Magnuson pointed out that the projected $5,000,000 program is at least $3,000,000 lower than total tourist promotion expenditures in the U. S. by foreign governments. He noted that it has been estimated that a good mass media promotion for U. S. travel would cost $2,000,000 in Europe alone.

The bill itself merely authorizes the creation of a U. S. travel service as a permanent part of the Department of Commerce. The plan received administration support because it is expected to help eliminate the "$1 billion tourism gap" which has contributed to the unfavorable balance in gold payments. Details of the promotion, including the role of advertising in the effort, will rest with the Department of Commerce. #

Goodenough Joins Long-Bell

Philip C. Goodenough has joined International Paper Co.'s Long-Bell division, Longview, Wash., as advertising and sales promotion manager. Mr. Goodenough was formerly retail merchandise manager of Meredith Publishing Co., Des Moines.

'Visit USA' Sees Prospects Bright as U.S. Backs Tourism

NEW YORK, Feb. 21—Take it from Cliff Coch, you are missing a good bet if you don't prepare for a wave of European tourists to the U.S.

Mr. Coch, a New York agency man turned publisher, has just returned from a trip to Europe, and he reports that European travel circles are agog about U.S. tourism possibilities.

Mr. Coch, let it be stated immediately, has an ax to grind. He and his partner, Lyal Marshall, began putting out a magazine, *Visit the USA*, last year. The magazine, which provides information on tourist attractions in the U.S., is circulated exclusively to travel agents in Europe.

Visit the USA is currently appearing once every two months—the second issue is just out—but Mr. Coch said the prospects for European tourism to America are so good that the magazine will move up to a monthly schedule in November.

■ Figures compiled by *Visit the USA* show that in the 12 months ended last June 30 a total of 392,610 Europeans visited the U.S., a 19% increase over traffic in the previous 12 months. Mr. Coch predicts that within two years this total will rise to 1,000,000.

The Germans and British account for close to half of this traffic. In the year ended June 30, a total of 80,144 Germans and 83,228 Britons visited the U.S. on business or pleasure.

Mr. Coch believes U.S. agencies and advertisers will be shortsighted if they do not prepare now to tap this expanded market. He points out that the efforts of U.S. advertisers are currently quite puny, compared with the comparable efforts of European companies to tap the U.S. tourist market in Europe.

The Coch-Marshall publishing venture has dovetailed nicely with the plans of the new administration in Washington to encourage tourism to this country. A bill setting up a travel promotion department in the U.S. Department of Commerce passed the House of Representatives today and now goes to the Senate. #

Healy Adds Three Accounts

Healy Advertising Agency, Montclair, N. J., has added three new accounts. They are Robinson Machine Co., Paterson, N. J., manufacturer of metering pumps; Sensor Inc., Morristown, N. J., manufacturer of electro-mechanical devices for controlled automation; and Electron Technology, Kearny, N. J., manufacturer of power and special tubes for the electronics industry.

Audits & Surveys Sets Appliance Audit

NEW YORK, Feb. 24—A special appliance audit will be offered this year by Audits & Surveys Co., operator of the largest non-government census of retail establishments.

Under the direction of Deryl Case, former General Electric market research executive, the new service will be designed to provide appliance manufacturers with "continuous and comprehensive data on sales, inventories and purchases."

All appliances—major and small—will be covered. Among the products to be covered are laundry equipment, radios, television sets, toasters, electric shavers and tape recorders.

Subscribers will be offered a retail picture by brand, by model, by sales region, by city size and by type of outlet.

■ Mr. Case told ADVERTISING AGE that this service will provide, for the first time, a reliable brand-by-brand breakdown of the share of the total market held by individual producers and their competitors. Previously, he pointed out, manufacturers relied on trade association figures, their own production figures and reports from "friendly wholesalers."

Mr. Case said that "more than one manufacturer" has already signed up for the service. He declined to say which ones, although Audits & Surveys lists, among its old clients, General Electric and Radio Corp. of America.

The appliance audit will go into the field in April as part of the company's eighth annual national sample census of retail distribution. A&S is currently providing brand and retail distribution data for 47 consumer product categories.

■ The company uses a national area probability sample of retail and service outlets. It covers retail outlets of all kinds. To get a picture of the nation's 1,700,000 retail establishments, the company's interviewers last year visited 31,555 outlets.

Mr. Case was a market research consultant in GE's executive offices for five years. Before that, he served 10 years as manager of market research for GE's appliance department. #

Three Newspapers to Offer New Discount Plans

The *Indianapolis Star* and *News* will introduce a new bulk, page frequency and continuity-impact discount plan, effective March 1. The *Star* and *News* have offered bulk and page frequency discounts since 1958.

The *South Bend Tribune*, South Bend, Ind., will adopt the three-part general advertising rate card, which will include volume, C-I-D and page frequency discounts, effective July 1. The *Tribune* has carried volume and frequency discounts since 1958. The *Los Angeles Times* has made a change in its discount plan inaugurated in January (AA, Oct. 31, '60). On and after March 1, *Times* and *Mirror* advertisers will be billed at prevailing contract rates, rather than receiving refunds at the end of the contract period.

GOA Revenues, Sales Gained in '60; Henke Named VP

General Outdoor Advertising Co., Chicago, has reported revenues in 1960 were $44,672,897, as compared to $41,781,699 in 1959. Net earnings for the year came to $2,952,262, compared with $2,923,571 in 1959.

Carl Henke, national sales director of GOA, has been elected a vp.

Retail Outlets of the U.S., April, 1960

By Kind of Business

Kind of Business	Audits & Surveys April, 1960	U. S. Census 1954	U. S. Census 1948
Total	1,700,730	1,721,650	1,769,540
Apparel Stores	121,770	119,743	115,246
Automotive Group	285,300	267,700	274,415
Drug	58,500	56,009	55,796
Eating and Drinking	317,160	319,657	346,556
Food	332,490	384,616	504,439
Furniture, Furnishings and Household Appliances	102,660	91,797	85,585
Lumber, Building Materials and Hardware	97,780	100,519	98,938
Other Retail	385,170	381,609	288,565

CHANGING PICTURE—*Changes in the retail scene are shown by Audits & Surveys in this table, based on its latest audit and previous government censuses.*

Kimberly-Clark to Launch Smaller Napkin Via TV

Kimberly-Clark Corp., Neenah, Wis., will introduce its "casual size" napkins—smaller than the regular Kleenex table napkins—via two tv shows, "Danger Man" and "Checkmate," both on CBS-TV. "Cousin Casual," a diminutive companion in Kleenex's tiny "Manners the Butler," will make his first appearance on "Danger Man" April 5. Only advertising planned for introduction of the new napkin, in addition to the tv shows, is point of sale material. Foote, Cone & Belding, Chicago, is the agency.

NL&B Adds Renault Unit

Renault Distributors Corp., Watertown, Mass., factory-owned New England distributor for Renault, has appointed Needham, Louis & Brorby to handle its advertising. NL&B, the national Renault agency, handles a number of other regional distributors.

Marsteller Names Somers

Marsteller, Rickard, Gebhardt & Reed, New York, has appointed Frederick W. Somers media director, succeeding Julian Gran, who has retired. Mr. Somers was formerly with the General Electric Co.

Adams Appoints Daniels

Adams Corp., Beloit, Wis., manufacturer of snack foods, has appointed Zed R. Daniels Advertising, Chicago, to handle its advertising, effective March 1. Cummings, Brand, McPherson Associates, Rockford, Ill., is the former agency.

FREE CRAYONS!

CRAYONS are a 'natural' as a give away or a self-liquidating premium. All children love to color, especially with these low cost, quality non-toxic crayons. We'll imprint your firm name on the crayon boxes.

Write Dept. 'A-1' on your letterhead for FREE Samples and details.

ADVANCE CRAYON & COLOR CORP.
136 Middleton St. • Brklyn 6, N. Y.

A NEW HORIZON IN MARKETING IS HERE...

DISCOUNT MERCHANDISING

a multi-billion dollar market growing daily...and now a dynamic new medium is born to help you sell this market—

THE DISCOUNT MERCHANDISER

THERE'S A GENUINE NEED for a professionally-edited publication for the brand new phenomenon in American marketing — the exciting retailing trend of the 60's.

TO MEET THIS NEED, the Super Market Publishing Company, which pioneered with *Super Market Merchandising* 25 years ago when the super market first appeared on the scene, now announces THE DISCOUNT MERCHANDISER.

IT BECOMES THE ADVERTISER'S DOORWAY to a booming market for merchandise of every kind . . . it offers an opportunity to get in on the ground floor of possibly the most far-reaching revolution in American marketing.

DO YOU KNOW THAT DISCOUNT OUTLETS

- . . . chalked up 1960 sales of $2.9 billion . . . expect to reach $4 billion this year?
- . . . now include more than 3,100 flourishing stores . . . and the number is growing daily?
- . . . are forcing major retail chains to build and buy discount centers themselves?
- . . . sell 30,000 different items in volume?

ASK US FOR ALL THE FACTS . . . and a pre-publication dummy of THE DISCOUNT MERCHANDISER. Here is a major market no advertiser . . . or advertising agency can afford to overlook.

FIRST ISSUE: *May 15, 1961* DEADLINE: *April 15, 1961*

DM

THE DISCOUNT MERCHANDISER

Super Market Publishing Co., publishers of *Super Market Merchandising . . . The Non-Food Buyers' Guide . . . Super Market Merchandising Weekly News Digest.* **67 West 44th Street, New York 36, N. Y. MUrray Hill 2-2180**

SALES OFFICES: *Atlanta • Chicago • Dallas • Kansas City • Los Angeles • Miami • New England • San Francisco • St. Louis*

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928

HELP WANTED

ADVERTISING MARKETING

If you have been a brand manager or assistant on a food or drug product or the equivalent and, if you know your way around market research, we want to hear from you. This large Chicago advertising agency has a position open with a good present and future opportunity. Send your complete qualifications with salaries earned and expected to

Box 4576, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION

Practical idea man to promote well established, fast growing consumer line. Opportunity to function as division ad manager in large multi plant operation. Product, which is nationally advertised in leading consumer magazine, is sold through distributors, dealers and chains to hardware, drug, radio-TV, appliance, photographic and department stores. Applicant must be able to write selling copy and make good roughs for stuffers, broadsides, point of purchase and other "collateral" material". Age 28-40.

Box 4599, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES MANAGER, ALSO EXECUTIVE SALESMEN

TEL-A-SIGN, INC. leading producer of indoor and outdoor illuminated signs has openings in certain territories as well as in sales management. Liberal drawing accounts to experienced men with a following. **Contact A. A. Steiger, 3401 West 47th Street, Chicago 32, Illinois.**

VERSATILE COPYWRITER

A challenging opportunity for a writer with 3-5 yrs. experience looking for a spot where he may utilize his creative talents. Must be flexible, adaptable—will work closely with Ad. Mgr. and Art Dir. to develop promotional pieces, sales catalogs, newsletters, etc. Excellent opportunity to progress with well established and expanding manufacturer of automotive products. Salary open. Send resume and copy samples.

Box 4600, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

OVERSEAS NEWSPAPERS AND PERIODICALS
ANNUAL $7.50 (+$3.00 Airpost)

464 pages of articles on foreign markets data on 3,000 newspapers and periodicals published in 137 countries.

Order today from:
PUBLISHING & DISTRIBUTING CO. LTD.,
Mitre House, 177 Regent Street,
London W.1, England

HELP WANTED

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
Artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

Help wanted. Creative layout artist for Advertising Department of electric housewares manufacturer located in Chicago area; experience in advertising layout, point of purchase and packaging. Exceptionally interesting position because of diversity of work. Salary commensurate with ability. Please write, giving details of experience. Interview will be arranged in confidence, at which time samples can be shown.

Box 4602, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKET RESEARCH ANALYST

We are a progressive, national firm expanding our market research program. We need an analyst with at least two years experience in consumer research. We prefer a Masters degree in business or advertising, but will consider a Bachelors degree in those fields. Statistical aptitude is vital. Salary open. Age to 30. Send complete resume and salary requirements to:

Box 4603, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago.

SPACE SALESMAN. Highly respected national publishing company has unlimited opportunity for New York salesman on national professional magazine. Prefer 10 years experience on major consumer food, appliance and/or textile accounts. College graduate, salary plus liberal commission.

Box 4604, ADVERTISING AGE
630 Third Ave., New York 17, New York

SALESMEN WITH IMAGINATION

to represent in the New York area, a well established highly regarded midwest producer of signs and displays. Customers (many nationally known) receive complete service, from idea conception to finished product. Assignment calls for persuasiveness, persistence and resourcefulness. Compensation based on draw vs comm. Our salesmen are accustomed to earning $8,000-$12,000 year.
Box AA 452, 125 W. 41st St., N. Y.

HELP WANTED

ADVERTISING SPACE SALES

For Industrial Trade Publication. Salary & Comm. Opportunity in LOS ANGELES for exp. man to advance quickly to Sales Mgr. Send resume:

Box 27 Q 109, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

SPACE SALESMAN

Well established magazine representative firm, operating nationally, has opening in Chicago office for aggressive producer. Young management on the go! Compensation based on experience and proven ability. If you are between the ages of 30-38, send resume and income requirements. We pay total cost of pension plan and health insurance. Write to

Box 4611, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

Broadcasting executive with 25 years in Radio and Television, 15 years in management, seeks permanent position of responsibility in advertising or broadcasting industry. Write

Box 4601, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TRADE PAPER SALES AND PUBLISHING EXPERIENCE AVAILABLE

15 years sales background—last 8 years as sales director. Member top management team determining policies in multi-publication house. Handled promotion, personnel. Industry speaker. Voluntarily back in Chicago area. Finest references. Want selling and/or.

Box 4605, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TRI-LINGUAL WRITER

Writes for all media in French, English and German. Imaginative presentations, excellent contacts and experience.

Box 4606, ADVERTISING AGE
630 Third Ave., New York 17, New York

PR FIRM SEEKS AD AGENCY AFFILIATE

Fully-staffed N.Y.C. PR firm, excellent contacts here and abroad, seeks affiliation with ad agency.
Available for special projects.
Box 618, ADVERTISING AGE
630 Third Avenue, New York 17, New York

POSITIONS WANTED

INDUSTRIAL AD MGR WITH AGENCY EXPERIENCE

11 years as Dept. Mgr on marketing team of leading mfgr selling all industries. 4 years as industrial account executive serving nationally-known companies. Creates, controls, integrates adv-sales promotion with marketing plan. Resume ready.

Box 4607, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING PRODUCTION MANAGER

15 years experience in all phases of highest quality graphic arts. Extensive knowledge of handling newspapers and magazine engravings, electrotypes and media. Excellent coordinator. Salary open.

Box 4608, ADVERTISING AGE
630 Third Ave., New York 17, New York

GIRL FRIDAY SEEKS A BOSS

Not only can this gal stitch a fine seam, she can also write a fair sales letter. You'll marvel at her adeptness with art & printing suppliers. As a bonus, she can make a fair rough layout and compose a well-turned phrase or copy block. This is no idle boast. See for yourself. Meet this all-'round ad chick in person. Write:

Box 4609, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CIRCULATION MANAGER

Thoroughly experienced all phases national business publications audit, promotion and fulfillment. Interested in change.

Box 4610, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AWARD WINNING AGENCY ART DIRECTOR

With ten years designing and directing experience, wants spot with creative western agency or mfg. $11,000

Box 27 Q 108, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

COPYWRITING
CONSUMER AND INDUSTRIAL
Prompt...professional. We do a full-time job for a part-time fee!
HOLDEN ADV.
AVenue 2-3367 (Chi.)

POSITIONS WANTED

PHILIP PLAISTRIDGE
Winchester, N.H.
ILLUSTRATOR
Good work. All Media. Low prices.

Editor-Trade Journal, House Organ or other. Responsible for Editing and writing of news stories & feature articles, planning and execution of general editorial content. Responsible for reduction of costs through efficient preparation of copy & layout. Last position 7½ yrs. **Donald R. Dick, 1809 N. Grammercy Pl., L.A. HO5-5347**

REPRESENTATIVES AVAILABLE

Experienced Publisher's Rep. Chicago area. Available to represent additional pubs.

Box 4593, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHER WANTED

Seasoned rep—30's for Ohio, Mich, Pa, Cleve, O. based. Dynamo. 7 yrs. multiple book exp. Let's talk.

Box 4612, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

LOFTS FOR RENT 25 x 60
ELEVATOR—SPRINKLER
ATTRACTIVE 2 STORY GLASS FRONT
1134 1 AVE., N.Y.C. (62-63 St.) TE 8-3752

NOW! SIX-LESSON COURSE
INDUSTRIAL PUBLICITY-PR
Certificate upon completion.
Send $1. for 1st lesson; $5, all six.
Box 2221-D Pasadena, California

How you can make more money—now! "100 Ways to Build Mail Order Business" by AA columnist Whitt Schultz. $1, ppd. How, Box 2-C, Kenilworth, Ill.

ENGINEERS AT THEIR HOME ADDRESS. Over 125,000 Select by types. On Speedaumat Plates. Lowest rates. **DECISION, INC. 4617 Red Bank Rd., Cincinnati 27, O. BR 1-3200**

8000 DOCTORS READ

THE BULLETIN, official twice-monthly magazine of the Los Angeles County Medical Association.

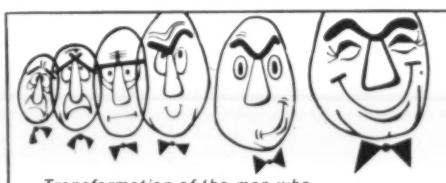
Consumer Items Accepted—Agency Commission
1925 Wilshire Blvd.
Los Angeles 57, Calif. HUbbard 3-1581

MARKETING EXECUTIVE AVAILABLE

For Major Advertising or Marketing Position

Well known agency Vice-President interested in important executive marketing or advertising position with firm selling consumer products. Have supervised major accounts in packaged goods and appliance fields. Extremely knowledgeable in planning new product introductions and market tests. Know merchandising, packaging, trade practices. Sixteen years of experience with three companies since war includes Advertising Manager; Market Research Manager; Copywriter. With present firm for eleven years. Excellent in planning and executing presentations. Competent administrator. Fine education.

If interested, wire phone number or write to Box 625, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.



Transformation of the man who entrusts his personnel problem to

Melba Oliver SPECIALIZED PERSONNEL SERVICE, INC.
Serving the MIDWEST for over 25 years.

IF ADVERTISING IS YOUR BUSINESS ... PLACING YOU IS OURS!

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1229 NATIONAL CITY BANK BLDG., CLEVELAND 14, OHIO
PHONE: TOWER 1-6165

Expanding to EUROPE?

I have a SOUND, ECONOMICAL plan for an Advertising Agency wishing to establish and build its own organization to serve clients in Europe and the United Kingdom. Expensive commitments can be avoided until justified by billings. The first stages require close confidence which, I hope, explains the necessity for a "blind" ad.

Box 628, ADVERTISING AGE
630 Third Avenue
New York 17, New York

TO AN AGENCY SEEKING A CREATIVE DIRECTOR

Although I am not now a Creative Director, I feel I have the right combination of natural talents, learned abilities and diversified background to do an outstanding job in this capacity. Consider these facts:

- I am first and foremost a copywriter, with 16 years experience writing print, TV, radio and collateral material for all types of consumer accounts.
- I am a born artist, and have sharpened this natural talent with formal training so that I am as much at home at a board as at a typewriter.
- I have a knack for inspiring seasoned creative people and a faculty for picking talented young people in the first place.
- I get along well with people—"pros," that is, who know their job and do it.
- I am tough-minded in that I do my job (and expect others to do theirs) as though it was our money, not the clients' or agencys' money we are spending.
- I am familiar with the problems of getting two creative departments to work as one, because I've had my own agency for three years.

For the record: I am 43 years old, married, have 2 children, and a college education. I would prefer staying in Chicago, but will relocate for the right opportunity.

If the above interests you, write for a detailed resume or personal interview to:

Box 630, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

DON HARRIS WONDERS:

... why response to the three growth jobs for AE's listed below—all with a top coast-to-coast agency, all on important accounts—wasn't heavier, figures he must have understated them.

Ages, roughly 30-35. Men with maturity and pitch-in to work under supervisors, grow to be supervisors themselves. Exceptional benefits above base salary.

Two men solid in food marketing for two national accounts (one to $16,000, one to $14,000), and one with telephone, railroad or other public-utility experience (to $14,000). Don rarely re-advertises jobs, does so only when he considers them exceptional opportunities for exceptional men.

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson Blvd., Chicago WA 2-9400

WANTED SEASONED COPYWRITER

Well-known Chicago agency seeks the services of a thoroughly experienced copywriter with proven creative abilities.

The man we seek is in his thirties, has worked on a variety of accounts and has written for all mediums. His background encompasses work on some "hard" lines, appliances, some "soft" and package goods lines. He is currently employed but is looking for greater opportunity.

His efforts will be supported by a fine organization. He will be working on outstanding national accounts and will be closely associated with the principals of the company. He will be eligible immediately for participation in the agency's bonus plan—and before too long, in the agency's profit-sharing trust.

This man will talk to us first in a letter with plenty of detail, including salary requirements, and, if possible, a snapshot of himself. Our organization knows of this advertisement.

ADDRESS: BOX 621, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING AGENCIES INTERESTED IN SELLING OR MERGING?

We are one of the fastest growing advertising and marketing agencies in the country, headquarters in Chicago. Offices in other cities as well as foreign markets are being considered. We are interested in discussing the possibilities of negotiating an arrangement which would be mutually beneficial and facilitate growth.

We are fully staffed in all areas of the advertising and marketing function with excellent financial reserve for operating and expansion purposes.

All inquiries answered and held in strictest confidence.

Box 623, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

WANTED ACCOUNT MAN

Who sees his future as a principal of an aggressive young agency. Small, Chicago agency with blue chip consumer accounts—(mostly foods), is looking for high caliber man as co-principal or partner. Must have proven ability as good creative ad man, strong on contact. None or little money required. But must be able to contribute around $400,000 in billing. Write in complete confidence to arrange meeting.

BOX 632, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

the copy shop
MU 3-1455
270 madison/ny 16

COPYWRITING STUDIO
Confidential Work

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication any kind — any medium

Our 50th Year

SPACE SALESMAN—both trade & cons. pub.—Chicago territory $7,800
WOMAN Copy-writer—TV exp. req. excel. potential 4A agcy. 7,500+
ADV. ASS'T.—mfg. Co.—some copy exp. plus production "know-how" 6,500
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

Available
MARKETING—ADVERTISING EXECUTIVE

with 15 years experience in foods, toiletries, household products and cosmetic fields. Record includes product management and account supervision with leading companies and advertising agencies.

Objective: Marketing and advertising responsibility in a medium or large packaged goods company with major marketing budgets, or in an advertising agency on major packaged goods accounts.

Resume on request.

Box 624, Advertising Age
630 Third Avenue, New York 17, N. Y.

WANTED!
PRO INDUSTRIAL WRITER
WITH IMAGINATION

National 4-A Chicago Agency needs writer to work on world-famous heavy machinery account. Our man must be fast, experienced, imaginative. Start now. Salary open. All benefits.

Reply in confidence.
Box 631, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Account Executive

Long established mid-west advertising agency has immediate opening for an account executive to head account group. Here is an opportunity to express creative ability and to put to work your years of experience in marketing, merchandising and sales development on a 1½ million dollar account. The man we need must have food experience, preferably in the bakery field and be 30-50 years of age.

This man will have the backing of complete agency service which is strong on copy, air media and research. Salary will be commensurate with experience plus many additional company benefits. Send resume and recent small photograph along with salary desired to Box 619, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING and MARKETING DIRECTOR

19 yrs. top level sales-producing experience as both ad agency and corporate executive at policy making level.
Expert knowledge of all phases of Advertising and Sales Promotion includes PR, Mktg. Research and New Product Development.
Currently key executive in top ad agency, administering $4 million budget—Supervising 20, for mfr. of packaged consumer products. Prev exp. includes both consumer and industrial products. Earnings $20M. Just over 40. Degree.
Box 626, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SPACE SALESMAN

Unusual opportunity for good Space Salesman with one of the oldest and most respected publishers. Should have the ability to talk to all levels of management. Job entails travel in the Midwest. Please give full details in resume. Box 622, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

TOUGH-MINDED COPYWRITER FOR HIRE

No aesthetic copywriter I. Reality is my forte, and sales my goal.
I write print, TV, radio and collateral like I was paying for it myself. And I have a highly developed graphic sense, with the ability to sketch what I want if needed. 14 years experience makes me an "old pro" at 39. I am married, have 2 children, and am college educated. Chicago is home, but I will consider moving for the right spot and money.
For a detailed resume or personal interview, write:

Box 629, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

FREE Sample
KNIFE and CASE
Imprint

New knife in plastic case is highly effective premium. Folks welcome it, keep and use it. Has safe, retractable, easily changed razor blade; twine cutter slot, hang-up hole. Ideal office knife. For home, store, factory . . . everything from seam ripper to package opener. Aluminum. So light it goes postage free as envelope enclosure. Low as 12¢. Free Sample.

THE HIGHSMITH CO., FORT ATKINSON 1, WIS.

ANOTHER HIGHSMITH *Mailable* PREMIUM

Do You Need a Strong Business Paper Executive?

Continued business paper profit and growth in these days of competition, merger, and purchase demand top-flight executive leadership that is both creative and practical.

A man of this caliber is now available.

He can fit into your organization as publisher, general manager, sales director, or exec. V.P. depending on your need for contribution.

He is 42, with broad experience and a fine reputation, strong on sales, market development, administration and known as a man who gets things done.

No fee. Contact him directly at **Box 627, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.**

Beltrand Phillips Fields Dresser

THE BRAIN SPEAKS—*Norman Fields, accountant of Fields & Fields, shows the cost accounting reports tabulated by Remington Rand electronic equipment to Leo Beltrand, treasurer, and Paul Phillips, exec vp, of Knox Reeves Advertising, Minneapolis, and Fred Dresser, manager of the Minneapolis Univac service center. Mr. Fields developed the system for the agency.*

New Univac Setup to Abolish Agencies' Accounting Chores

CHICAGO, Feb. 21—Remington Rand Univac has announced a new service to produce cost accounting reports for agencies, using the Univac 120 computer. The Sperry Rand Corp. division has mailed brochures on the new service to 4,000 U.S. agencies.

The program was developed for Remington Rand by Norman Fields, of Fields & Fields, who specializes in agency accounting procedures. Agencies using the service send accounting data to Univac service centers, which are located in principal cities. The information is processed through the Univac 120, and results are sent to the agencies.

Medium-size agencies (35 or more employes) will find the system most useful, Remrand said.

■ Mr. Fields developed the system about a year ago for Knox-Reeves, Minneapolis. He said the service costs about $1,000 and up for quarterly and annual tabulations and will save the work of one or two persons, depending on the size of the agency. Costs are based on number of clients and number of personnel.

Other benefits of the service, he said, include "getting the information accurately and quickly."

Remington Rand asks the agency to supply the following information: (1) Time breakdown for each employe and the total compensation paid to each; (2) summary of billing and gross income for each client; and (3) summary of expenses identifiable with each client.

Remington Rand says the agency saves the following work: (1) Maintenance of cost accounting books; (2) computations to cost the time devoted to each client by each employe; (3) computations to allocate overhead; (4) preparation of and checking cost accounting reports; (5) Typing and proofreading the reports.

Mr. Fields said seven agencies, ranging in billings from $4,500,000 to $50,000,000, have ordered the service. #

Polk Bros. Drive Tells of GE Washer Rental Service

Polk Bros., Chicago appliance and general merchandise retailer, started advertising in local media Monday (Feb. 20) for its plan to rent 1961 model General Electric washing machines for $7.50 a month, including service. The rental service, similar to one the store launched for automatic dishwashers last February (AA, Feb. 15, '60), is part of Polk's "economation" program, which eventually will offer rental service for other appliances.

General Mills Ties in

In a story reporting a tie-in campaign for California cling peaches and fruit cocktail by three food companies (AA, Feb. 20), ADVERTISING AGE incorrectly identified General Mills as General Foods. The three companies that are tying into advertising of the Cling Peach Advisory Board are General Mills, Kraft Foods and Standard Brands.

BIRCH *Personnel Service, Inc.*

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

PACKAGE DESIGNER
(LAYOUT—ADMINISTRATIVE)

Helene Curtis Industries seeks experienced Package Designer—male or female. Must be good renderer and experienced in production follow through.

Good starting salary plus Retirement Plan and a full range of fringe benefits.

Include experience, education and salary requirements in first letter.

Write: Mr. John Humphrey
HELENE CURTIS INDUSTRIES, INC.
4401 West North Avenue
Chicago 39, Illinois

ASSISTANT MANAGER
Advertising & PR

Opportunity for young, well-rounded technical man who understands marketing and sales and is interested in applying his training to these activities. We are looking for an aggressive man, preferably an engineer, who has had 3-5 years' advertising and PR experience of responsible nature. Considerable writing of technical nature required. Will work closely with Manager.

Send complete resume in confidence, including salary requirements to

BOX 620, ADVERTISING AGE
630 Third Avenue, New York 17, New York

BIG RESULTS

from small ads in the classified section

Your low-cost message in The Advertising Market Place gets exceptional results because it hits over 177,000 top marketing men who are in the mood to hire, buy and sell. Gamble a few dollars with the coupon below, and stand by for fast action!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: **$1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.**

Display Classified Rates: **take card rate of $18.75 per column inch, and card discounts, size and frequency apply.**

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

This Week in Washington . . .

Infiltration by 'Small Business Bloc' Proteges May Affect Business Greatly

By Stanley E. Cohen
Washington Editor

WASHINGTON, Feb. 23—The appointment of Lee Loevinger to run the Justice Department's anti-trust program spotlights the remarkable success of the so-called "small business bloc" of congressmen in spotting "their" people in strategic spots in the Kennedy administration.

Over 8,000 executives will attend
15th Advertising Essentials & National Sales Aids Show
March 27th, 28th, 29th, 1961
HOTEL BILTMORE, NEW YORK
Write for free guest tickets or space availability to Peter A. Brown
Advertising Trades Institute
135 E. 39th St., N.Y.C. 16 LE 2-9921

In the past members of the Senate and House small business committees beat the drums for special programs to help small business, or for more laws like the Robinson-Patman act. Nothing much came of it.

Now, however, men like Sen. Hubert Humphrey (D., Minn.), Sen. John Sparkman (D., Ala.) and Sen. Estes Kefauver (D., Tenn.) have access to the White House. Lawyers and technicians who formerly organized the hearings of the small business committees and wrote the indignant reports are turning up in charge of the agencies that were under fire.

While these appointees aren't necessarily going to do the bidding of their sponsors, it's a development sure to have a substantial bearing on the course of events.

■ Agencies like the Department of Justice, the Federal Trade Commission, and the Department of Commerce can have considerable impact on the marketplace, so it is wise to recognize that friends of the small business bloc are now in influential positions.

This "infiltration" by the small business bloc is part of an interesting staffing phenomenon which has been observed here in recent weeks. After the first rush of well publicized appointments to top jobs established a "Harvard image," the administration unobtrusively began to satisfy the demands of political expediency. When Secretary Luther Hodges was asked recently about the staffing of the second and third layers of authority in the Department of Commerce he commented somewhat wryly: "Two clearances are involved—security and political. I am not sure which is more important."

In the distribution of these second and third level jobs, ability is a factor, but patronage has been an indispensable ingredient. Worthy Democrats, particularly worthy Democrats in Congress, staked their claims.

■ Sometimes they spoke for a friend back home, as Sen. Humphrey spoke for Mr. Loevinger. More often they recommended a trusted assistant from a congressional committee staff—as in the case of Sen. Kefauver's insistence that Paul Rand Dixon get the FTC chairmanship.

As the Eisenhower administration discovered, the second and third level jobs ordinarily do not have enough prestige or pay enough to attract top caliber people from the outside world. By giving many of these jobs to lawyers and technicians who have formerly worked for congressional committees, the Kennedy administration has been able to fill the jobs and pay its political debts at the same time.

The list is almost endless, but here are three interesting examples that illustrate the point:

• At the Federal Trade Commission, the President picked Paul Rand Dixon, counsel of the Senate anti-monopoly subcommittee, for the chairmanship and promised the next commissionership to Everette MacIntyre, chief counsel of the House small business committee.

• The top job at the Small Business Administration went to John Horne, former administrative assistant to Sen. Sparkman, chairman of the Senate small business committee, while the second highest job went to Irving Maness, a congressional staff expert, whose training included service as chief counsel of the House small business committee in 1955.

• The Deputy Postmaster General job went to William Brawley, staff chief of the Senate post office committee, while the most important of the Assistant Postmaster General jobs went to Frederick Belen, the ranking staff man of the House post office and civil service committee.

■ In the distribution of honors, Sen. Humphrey's influence has been second to none. After his Presidential ambitions were buried in the West Virginia primary, he made the best of a bad situation. By becoming a faithful yeoman for the Kennedy administration—and its assistant majority leader in the Senate—he won a remarkably potent say in the restaffing of the executive departments.

A recent recapitulation showed that at least a dozen Minnesotans already have gone into top jobs, starting with Gov. Orville Freeman as Secretary of Agriculture. With Mr. Loevinger in charge of the anti-trust division, Sen. Humphrey has a friend in a particularly important spot. One of his former administrative assistants has the No. 2 place in the International Cooperation Administration; another is Deputy Assistant Secretary of the Army in charge of manpower. And this week Eugene Foley, who has been general counsel of the Senate small business committee, was placed in the Department of Commerce, where he will be Deputy Assistant Secretary of Commerce for domestic affairs.

■ As events unfold in the months ahead, the significance of these small business bloc appointments will become evident in many ways. From their positions in the executive department, they will provide "sympathetic" administration of existing law, along the lines demanded in the reports of the Senate and House small business committees.

But beyond that, they will be in a position to swing Presidential support behind legislation which the small business bloc wants:

Green light for more triple damage cases: As a witness before the Senate small business committee three years ago, Mr. Loevinger was highly critical of the Justice Department for settling so many cases by consent decree. Since he regards private triple damage cases as the most effective deterrent to anti-trust violators, he can be expected to see that government evidence gets into the hands of businesses which want to file actions for damages against anti-trust offenders.

More sympathetic Justice Department attitude toward the R-P act: Traditionally the Justice Department's anti-trust division has championed the no-holds-barred competition visualized by the Sherman Act (hard competition), and frowned on the Robinson-Patman anti-price discrimination law (soft competition). But Mr. Loevinger supports the R-P act, and even advocates more laws along these lines.

His dissent last December, when the Minnesota supreme court riddled the state's "loss leader" law, is particularly interesting to R-P supporters. When the court's majority refused to uphold an injunction to stop the Applebaum food chain from offering free prizes and below-cost prices in newspaper ads, Justice Loevinger issued a detailed defense of the right of the government to limit the kinds of competitive tactics that will be allowed.

"If the giving away of such expensive items as an automobile has any economic purpose it can only be to make a greater profit by diverting trade from competitors," he argued. "It is certainly true that one aspect of competition is selling to divert to one's self the trade of a competitor. It does not follow, however, that this does not constitute injury to a competitor."

Noting that Minnesota has specifically legislated that loss leaders are outlawed as competitive business weapons, he said, "No proposition is better established in the field of law than that diversion of trade from a competitor is an injury for which the law provides a remedy if the means are improper."

■ The potential usefulness of the recent appointments to the small business bloc goes beyond friendly administration of law, into the area of new legislation.

The "meeting competition" defense goes to the core of the dilemma of the hard competition vs. soft competition. For nearly a decade R-P enthusiasts like Sen. Kefauver and Rep. Wright Patman (D., Tex.) have been promoting legislation which specifies that the right to cut prices in order to match a competitor must give way if it results in injury to competition. When Messrs. Dixon and MacIntyre are seated on FTC, the legislators may finally get solid commission support for their bill.

On broader issues, with "pro-small business" chiefs at FTC and Justice, the executive branch may support other legislation to deal with price leadership and exclusive dealing arrangements which have become accepted procedures for many products.

■ Mr. Loevinger, for example, told the Senate small business committee in 1958 that anti-trust laws should be broadened "to include a provision that any producer, seller or distributor of a commodity sold or distributed in commerce subject to federal regulation, who controls a substantial part of the trade in such commodity, shall be required to deal on non-discriminatory terms with all comers seeking to secure or purchase such commodity." #

418,974
Metropolitan Area Population*
$772,182,000
Effective Buying Income** THIS IS
TULSA!

Impressive figures, we'd say! And Tulsa, one of the 50 largest cities in America, is waiting to hear your sales story. Tell it in The Tulsa World and The Tulsa Tribune, the preferred advertising medium in Oklahoma. In the first 11 months of 1960 The Tulsa World and The Tulsa Tribune ran 9½ MILLION more lines of advertising than any other two newspapers in the state of Oklahoma!† The Oil Capital Newspapers completely blanket the rich 40-county Magic Empire with an Effective Buying Income of $2,228,627,000! Reach this wealth in Oklahoma's No. 1 Newspapers, The Tulsa World and The Tulsa Tribune!

*1960 Government Census
**Survey of Buying Power
†Media Records

The TULSA WORLD and THE TULSA TRIBUNE
MORNING ● SUNDAY ● EVENING
Represented Nationally by the Branham Co.

'Cosmo' Saga Finds Ads 'Lopsided, Souped-up,' but Not Too Bad as History

(Continued from Page 8)

bosoms and flatter hips. Advertisers are less peremptory ("Don't pay exorbitant rental fees to the Bell telephone monopoly to use their telephones," snorted an ad for a private telephone company in 1886).

Cosmopolitan used to have a column called "What Our Advertisers Say"—mostly testimonials, but containing at least one testy comment: "I do not think it is a good policy to give competitors the benefit of my experience. If the medium is a good one, let them pay to find out, as I have to. This is not generous, but it is business, and business is not conducted on generous lines to benefit rivals."

■ Mr. Birmingham also noted the rise of women, the evidence of their increasing control of family budgets, and their emancipation—into smoking, short dresses and even liquor ads. He pauses to sketch in the choleric character of George Washington Hill, and errs in reporting that when Raymond Rubicam resigned the Lucky Strike account the staff at Y&R cheered. (It was Pall Mall.)

He says, "The simple truth is that millions of people want advertising. They rely upon it to help them, to educate them, to make the business of shopping easier," and he points to the Sears, Roebuck catalog as evidence.

"Also—and this may come as a shock to sophisticated ears—there is a large group of people in America that either does not care, or can't tell, what is an ad and what isn't, who don't differentiate between advertising and the material that surrounds it. They read a movie-star-studded cold-cream ad with as much fascination as they would a love story. Sears, Roebuck gets hundreds of letters asking for 'a subscription to your magazine,' " he writes.

■ Admen are inclined to make extravagant defenses of the advertising businesses and its economic, social and cultural values: If advertising stopped, "economic chaos would reign and the country would become a cultural Dead Sea," Mr. Birmingham writes, quoting William E. Steers, president of Doherty, Clifford, Steers & Shenfield (for which he works as a copywriter). "This is a ridiculous argument. If all advertising stopped tomorrow, which is an unlikely premise to begin with, people would still find ways to educate and inform and entertain themselves. News and entertainment media would find ways to support themselves other than by taking paid advertising," Mr. Steers said.

Mr. Steers goes on to say that national advertising simply makes the jobs of buying and selling easier for merchants and customers. And as for advertising's critics, "Well, it's still a free country. Nobody can make you buy anything. You still have the privilege of saying no. Nobody can even make you read the ads."

■ Finally, Mr. Birmingham remarks on the deterioration of the image of the adman. According to him, "In 1900, an advertising man was neither more nor less socially acceptable than any other kind of business man. Today he is popularly pictured as a raffish sort—hard-boiled, wisecracking, multiple-martini-drinking on the outside, a pudding of fears, insecurities and ulcers on the inside. The huckster has become a type, and Madison Ave. has become a street of sin."

It isn't true, Mr. Birmingham says, reporting that Budd Schulberg and Elia Kazan gave up, after a tour of New York trying to find colorful advertising men with colorful advertising talk. They returned to Hollywood disappointed. Yet the myth persists, and the question is whether the myth can be arrested and reversed. Mr. Birmingham quotes Mr. Steers as saying that's one of the jobs "we'll try to do in the next 75 years." #

Admen Honor Whitebrook

Charles H. Whitebrook, vp of Bishopric/Green/Fielden, has been named "Advertising Personality of the Year" by the Advertising Club of Greater Miami. He was honored for his work on "Advertising Miami," the adclub's annual listing of agencies and allied businesses and services.

DIVERSIFIED—*H. Daroff & Sons, Philadelphia, is running a varied series of ads in magazines this spring and summer for its Botany 500 men's suits, ranging from a b&w text ad in the March 1 Vogue "to sell the ladies"; a call to arms in the March and April issues of Playboy; and a series of eight merchandise ads, each featuring one specific suit, in Esquire, New York Times Magazine and The New Yorker. Store promotions back each ad. North Advertising is the agency.*

'61 Ad Spending Plans of 44 Candy Makers

Company	1961	1960	1959	1958
American Chicle Co.	$ 8,000,000	$ 7,500,000	$ 7,000,000	$ 3,000,000
Fred W. Amend Co.	500,000	500,000	650,000	650,000
Beech Nut Packing Co.	2,000,000	1,500,000	1,300,000	1,200,000
Paul F. Beich Co.	175,000	150,000	150,000	150,000
Blumenthal Bros. Chocolate Co.	500,000	500,000	300,000	250,000
E. J. Brach & Sons	2,500,000	2,100,000	2,000,000	1,700,000
Brown & Haley Candy Co.	175,000	175,000	225,000	200,000
D. L. Clark Co., The	500,000	400,000	255,000	450,000
Clark Brothers Chewing Gum	250,000	190,000	—	—
Chunky Chocolate Corp.-Schutter	550,000	500,000	400,000	300,000
Cresco, (Lindt)	75,000	50,000	50,000	35,000
Cracker Jack Co., The	400,000	350,000	300,000	250,000
Curtiss Candy Co.	1,000,000	1,000,000	1,000,000	750,000
Daggett Chocolate Co.	300,000	300,000	225,000	200,000
Delson Candy Co.	500,000	400,000	—	—
Fenn Bros.	150,000	75,000	75,000	65,000
Fanny Farmer Candy Shops	350,000	316,000	280,000	35,000
Frank H. Fleer Corp.	500,000	500,000	500,000	400,000
Gold Medal Candy Corp.	582,000	500,000	540,000	480,000
Henry Heide, Inc.	350,000	350,000	350,000	350,000
Hollywood Candy Co.	2,500,000	2,560,000	2,100,000	1,250,000
Walter H. Johnson Candy Co.	800,000	800,000	800,000	800,000
Kelling Nut Co.	100,000	75,000	50,000	50,000
Life Savers, Inc.	2,000,000	2,000,000	2,000,000	2,000,000
Loft Candy Corp.	313,000	378,000	500,000	140,000
Luden's Inc.	1,000,000	750,000	—	—
Mars, Inc.	3,000,000	3,000,000	3,000,000	2,300,000
M & M Candies	2,000,000	1,500,000	1,500,000	1,000,000
New England Conf. Mfg. Co.	1,115,000	1,000,000	800,000	950,000
Nestle Chocolate Co., The	1,000,000	750,000	580,000	750,000
Pearson Candy Co. (Minn.)	100,000	75,000	75,000	75,000
Peter Paul, Inc.	2,000,000	2,000,000	2,000,000	1,850,000
Planters Nut & Choc. Co.	2,000,000	1,500,000	1,500,000	1,500,000
Reed Candy Co.	400,000	400,000	460,000	360,000
Thos. D. Richardson Co.	100,000	100,000	100,000	120,000
Sweets Co. of America, The	1,500,000	700,000	600,000	500,000
W. F. Schrafft & Sons Corp.	500,000	500,000	400,000	350,000
Sophie Mae Candy Corp.	317,500	273,250	277,000	250,000
Switzer's Licorice Co.	100,000	100,000	100,000	400,000
Topps Chewing Gum Co.	600,000	500,000	—	—
James O. Welch Co.	220,000	200,000	200,000	100,000
Stephen F. Whitman & Son, Inc.	1,000,000	1,000,000	1,000,000	1,000,000
Williamson Candy Co.	300,000	300,000	300,000	300,000
William R. Wrigley, Jr. Co.	10,000,000	9,000,000	9,000,000	9,250,000
Total	$51,872,500	$46,876,250	$42,942,000	$36,075,000

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No Shift from Spot Ads Seen in Proposed Third TV Net in Britain

(Continued from Page 1A)

airing of spots produced by the advertisers or their agencies.

The new network would provide competition not only in programming between the existing commercial network and the ad-less BBC, but also economic competition between program companies. Advertisers have indicated their hope that this would help keep the rising costs of tv advertising in economic bounds. The program companies' profits and local monopolies on tv advertising have been under fire.

Advocating the spot system in April, 1953, in a brief submitted to the Postmaster General, the Incorporated Society of British Advertisers and the Institute of Practitioners in Advertising had said: "The competitive tv service we visualize would not be 'sponsored' although it would be wholly supported by revenue from all kinds of advertisers, both large and small. The program content would be free, in the same way as newspaper editorial is free, from their direct influence."

■ The advertiser and agency organizations also pointed out that television "is, of necessity, expensive. Very few advertisers would be able to find the money to sponsor programs of more than 15 minutes' duration on a continuing basis. We recognize that sponsored programs might vary in quality as advertisers' budgets rise and fall, or they might vary according to what this or that advertiser might consider to be a good program for his requirements.

"Accordingly, we recognize that a series of short disconnected programs, financed by fluctuating budgets, might not be sufficiently attractive to compete with improving programs from the BBC . . ."

The industry organizations also pointed out that "small, as well as large, advertisers would be able to use tv," if it were on a spot basis. "They would be able to book one or many advertisements and of any length from a few seconds to some minutes."

■ Measured in monetary terms, the acceptability of the spot system appears evident. ISBA and IPA had envisaged that between $14,000,000 and $28,000,000 would be spent in commercial tv annually when it reached 75% of the population. This audience was reached in March, 1958, when six transmitters were in operation.

But even in the first full year of commercial tv—1956—the ad expenditure in the medium was $70,000,000. It rose to $106,000,000 in 1957; $134,000,000 in 1958; $162,000,000 in 1959; $215,000,000 in 1960.

Advertisers and agencies also see other advantages in the "spots only" system. For one thing, it frees them from programming worries. They can judge programs and their audiences quite dispassionately, and they can buy what spots are best for them. And if the spots don't live up to expectations, advertisers are quite free to negotiate moving their spots around. They are not stuck with bad decisions.

■ D. W. Scott, assistant director of ISBA, said, "The view of ISBA, representing British advertisers, is still unchanged. We feel spot advertising is very much preferable to any form of sponsored tv." #

Joseph Ratner, 50, General Mills Exec, Ex-Agency Man, Dies

MINNEAPOLIS, Feb. 21—Joseph E. Ratner, 50, director of advertising of General Mills flour and mix products, died of a heart attack Feb. 17. He had formerly also been a vp of Campbell-Mithun.

Mr. Ratner joined General Mills in April, 1957, as director of creative and marketing services. He was appointed to the flour advertising position last November.

Between 1932 and 1942, he was associated with Deep Rock Oil Corp. as market research director and assistant to the general manager, general superintendent and advertising manager.

In 1952 he moved from Meredith Publishing Co., where he had advanced from a research position to editor-in-chief of *Better Homes & Gardens*, to Campbell-Mithun, where he was creative director. #

Geyer, Morey Appoints Neff and Rosenkranc

Richard B. Neff, formerly a vp and senior group head for tv, radio and print at Compton Advertising, has joined the creative staff of Geyer, Morey, Madden & Ballard, New York. Prior to joining Compton last June, he spent nine years with J. Walter Thompson Co. An ADVERTISING AGE columnist, he is author of AA's "Peeled Eye" feature. George J. Rosenkranc, previously with Al Paul Lefton Co., has joined Geyer, Morey as media print buyer.

D-F-S' Kennedy Says Defining Ad Aims Is Vital in Finance Field

CHICAGO, Feb. 21—Much of the "wheel-spinning that goes on in advertising is the direct result of attempting to create ads to solve an undefined problem or reach an undefined objective," Frances Kennedy, vp of Dancer-Fitzgerald-Sample and Chicago's 1961 Advertising Woman of the Year, told the Chicago Financial Advertisers last week. If specific objectives of advertising are not defined any more than simply "to sell a product or service, it is only by the sheerest luck that advertising is effective," she said.

She said that the weakness of advertising which does not have a specific objective is a danger to financial advertisers, "which share many of the same general objectives—one of which is savings accounts." Both banks and savings and loan associations want savers, she said. But what determines a customer's decision is not the savings department services and facilities as much as the personality of the institution, she said.

■ Mrs. Kennedy described the research methodology used by D-F-S for determining advertising direction: (1) Determine what kind of customers you want; (2) determine what they want from you; and (3) find out what their impression is of you.

Mrs. Kennedy said, "It is very worth while for every advertiser to try to see yourself as others see you. How they see you may be completely contrary to the facts, but this is one case where truth is not objective—truth is what the customer thinks it is." #

WCBS to Carry Yankee Games

WCBS, New York, has signed to carry the regular season and exhibition games of the New York Yankees baseball team for the 1961 season, thus becoming one of the first network-owned radio stations to carry major league baseball in several years. All but the home weekday afternoon games will be aired by WCBS. The Yankee schedule was formerly broadcast by WMGM, but its incoming owner, Crowell-Collier, has plans for extensive changes in the station's format. WPIX again will televise the games. Ballantine beer and Camel cigarets will return as sponsors on both radio and tv. William Esty Co. is the agency for both.

Rodkin Adds Commercial Cam

Commercial Cam & Machine Co., Chicago, has appointed Sander Rodkin Advertising Agency, Chicago, to handle its advertising.

Endicott-Johnson Sets $2,500,000 Multi-Phase Drive

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shoes; (2) to introduce a new line of children's shoes called Romper Room; (3) to launch a new line of men's shoes called The Man; and (4) to promote Living Leather, an exclusive process which the company says keeps shoes new 500% longer.

■ These plans were outlined today by Edgar B. Mooney Jr., marketing vp, before the Sales Executives Club of New York. Instead of "selling shoes on price" this year, he said, the company will give retailers "selling ideas which will move shoes in volume at a profit."

The avowed aim is to make big inroads into style-conscious markets, particularly the young women's, teenage, young men's and children's segments, he said.

The shoe market has reversed itself, he pointed out. In the past, the bulk of the shoe business was in the popular-price field, where price, not fashion, was the principal factor. That was EJ's market. But today, he said, the opposite is true. High-style shoes are garnering the sales—and that's the market the company is now after.

The company started "clearing the decks for the future back in 1960," Mr. Mooney said.

■ The full results will be seen in the fall of 1961, as follows:

For its new line of children's shoes, the company is concluding a license agreement with "Romper Room," nationally syndicated live tv show now in about 100 markets. The new shoes will use the program's name and be advertised primarily on the program.

Also for children, the company is arranging a contest which will feature trips to Cape Canaveral as prizes, with the winners meeting the U.S. astronauts and space scientists—and the top winner actually pressing the button to launch a rocket.

For its new line of men's shoes, the company has scheduled a new-type campaign. Mr. Mooney said it presents shoes "in a way I don't believe has ever been used before." The ads will show situations in which the shoe itself will be the hero. One ad, for example, shows pairs of men's and women's shoes being placed outside a hotel room door. The ads will run in *Argosy*, *Esquire*, *Playboy* and *Sports Illustrated*.

■ Endicott-Johnson's women's shoes will be designed "in accordance with Leonardo Da Vinci's ten basic design principles" and will be promoted as Fashion 10 shoes. These ten principles, Mr. Mooney said, are "balance, depth, proportion, integrity, beauty, mobility, lucidity of line, function, harmony and symmetry."

This Fashion 10 concept will be the theme for three campaigns, running in *Glamour*, *Mademoiselle*, *Seventeen* and *Vogue*. They will include color spreads and vertical gatefolds.

One campaign will be slanted to the "seven out of nine women who coordinate their purchase of shoes with the purchase of clothing." These ads will tie in with a number of fashion apparel manufacturers, including Jonathan Logan, Pantino, Chestnut Hill, Abby Michael, Guy D. Petti and Sue Brett. The ads will show EJ shoes completing costumes by these manufacturers. These companies will also tie in with merchandising and store promotions.

A second women's campaign will be a "women on wheels" promotion for the 34,000,000 women motorists. This will show women's legs—from the knee downwards—in various daily activities, shod in the appropriate shoe.

■ The third women's campaign is a "leg flattery" promotion, featuring a Grand Illusion collection of "shoes with cut and color" designed to make legs look more shapely, according to the ads.

Mr. Mooney also described the stock battle waged last month when, he said, Glen Alden attempted a "corporate raid" on Endicott-Johnson. "No story shows better the value of good community relations," he said, reporting how the community and employes rallied to keep EJ stock in friendly hands.

The company availed itself of almost every medium to plead its case to the public, he said. Radio and tv commercials, newspaper ads, posters displayed all over neighboring towns, lapel buttons reading "All the way with EJ" and nationwide publicity were used. #

COVER GATEFOLD—*Owens-Corning Fiberglass Co. will run this three-page color ad as the front cover gatefold in the March McCall's to promote its drapery fabrics. McCall's believes the $127,000 insertion is the first among all women's service magazines. McCann-Erickson is the agency.*

Agency Billings Addenda

Batz-Hodgson-Neuwoehner, St. Louis, billed $2,504,419 in 1960, of which $210,248 represents capitalized fees. In 1959, comparable figures were $2,379,210 in total billing and $160,110 in capitalized fees. The agency added Boatmen's National Bank, Southern Fabricators, American Packing Co., Downtown St. Louis, and Maulls. It lost Dazey Corp., Emerson Electric and Cornell Seed Co. Billings breakdown: Newspapers 8.5%, magazines 6.7%, radio 11.6%, television 8.8%, outdoor 7.7%, business publications 54.6%, transit 0.6%, and "other" 1.5%. The agency has 38 employes in one office and estimates 1961 volume will be about the same as 1960.

R. I. David & Co., Chicago, billed $400,000 in 1960, of which $260,000 represented capitalized fees. No accounts were reported gained or lost. Billings breakdown: Newspapers 20%, magazines 10%, radio 4%, outdoor 2%, "other" 64%.

SWITZERLAND

Adolph Wirz Marketing & Advertising, Zurich, billed $2,009,500 in 1960, compared with $1,800,000 in 1959. One of the leading agencies in Switzerland, Wirz had a good new business year, adding Roche's Pantene hair dressing, Xyrene after-shave lotion, Volvo cars, Lorillard's Spring and Newport cigarets, the 1960 salad campaign and Rossli cigars. No accounts were lost. Newspapers took 45% of billings, magazines 30%, outdoor 5%, point of sale 8%, posters 6%, cinema advertising 3% and other media 3%. The agency has 40 employes and looks for a 10% volume gain in 1961.

Rising Media Costs Push Clothing Retailers into Direct Mail: Sheldon

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were read for him at a panel discussion on advertising yesterday.

He said other forms of advertising are important but pointed out that newspapers give retailers greater flexibility for special events, changes of weather, etc.

Mr. Bach gave clothing retailers some tips on how to get the most for their newspaper advertising dollar:

- Obtain premium space, such as the top of a column or a preferred page.
- Use art provided by manufacturers.
- Run the same ad several times.
- Use color on occasion—"The public responds to progressive thinking."

■ Arnold Michaels, head of Grodin's in San Francisco and outgoing president of the NARCF, said the men's wear retailing industry fared better than the general economy during 1960, and predicted sales of better than $30 billion by 1970, in contrast with $23 billion last year.

Mr. Michaels said a meeting was held this past year between an NARCF committee, owners of clothing manufacturing plants and representatives of important mills to discuss "probably the toughest problem which has bedeviled our industry for years: The fact that shipments from manufacturers are not keyed closely enough to the retail calendar—the time customers want to buy."

One suggestion, he said, would be for all three groups to begin production and buying 30 days earlier than usual. This, he said, would make possible the following delivery schedule for tailored suits: Back to school, July 31; regular weight fall suits, Sept. 30; regular weight spring suits, Jan. 31; tropicals, March 31; and summer goods, April 30.

Mr. Michaels was succeeded as president of the group by Lawson H. (Jack) Riley, president of McInerny's Ltd., Honolulu.

BACH SUGGESTS CLOTHING SWAP PLAN

NEW YORK, Feb. 24—A proposal to develop a trade-in program in the men's clothing field has been put forth by Henry Bach Associates, an agency which specializes in apparel accounts.

Under the plan, explained in the February "Bach Letter" house organ, published today, a fixed trade-in allowance—perhaps $10—would be applied toward purchase of a new garment in the same category. The allowance cost would be shared by the retailer and the government, with the used clothing being distributed abroad by the government.

The Bach publication said the trade-in program would (1) "help clean out from American wardrobes used garments, many of which are obsolete in style"; (2) "stimulate demand for new clothing during the regular-price season"; (3) "combat imports by including only apparel made by American manufacturers"; and (4) "increase America's prestige and materially aid in rebuilding the American image abroad." #

January Newspaper Linage Drops 7.7%

NEW YORK, Feb. 23—Total newspaper advertising linage decreased 16,361,100 lines during January, 1961.

A summary of linage in 52 cities, compiled by Media Records, showed a 7.7% decline from January, 1960.

Biggest drops were recorded by general advertising, whose January loss of 2,835,517 lines put it 13% below last year's level. Classified advertising lost 6,695,523 lines, a 10.8% decrease. Total display lost 9,865,577 lines, a 6.5% decline.

Automobile linage, however, increased 4.2%, picking up an additional 447,956 lines in January. Financial advertising also gained 302,312 lines, up 4.2%.

Other losers were retail linage, including department stores, down 7,780,328 lines, a 6.9% drop; and department stores, which alone lost 2,374,197 lines, a decrease of 6%. #

Liebmann Names Gelsthorpe to Marketing VP, New Post

Edward Gelsthorpe, formerly vp and director of marketing of Bristol-Myers products division, New York, has been named to the new title of vp for marketing of Liebmann Breweries, Brooklyn. No successor has been named at Bristol-Myers, but part of his duties have been assumed by Bud Cather, a member of the executive staff, who has been named assistant to the president.

Meredith Adds Two

Holden Mitchell and Harold Scott have joined the advertising sales department of Meredith Publishing Co., Des Moines. Mr. Mitchell formerly was an ad salesman for the *Cleveland Plain Dealer*; Mr. Scott previously was the assistant sales manager of a Des Moines automobile dealership.

Reach quantity and quality. LIFE reaches America's biggest quality audience each week. That's why in 1960 advertisers invested 33 million more dollars in LIFE than in the next leading magazine.

ADVERTISED IN
LIFE

IT PAYS TO SELL WITH "ADVERTISED IN LIFE"

KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON/TV IS OUT FRONT!
with greatest share
of sets in use
Noon to Midnight, Mon.-Fri.
(ARB, Dec., 1960)

· S.F. CHRONICLE · NBC AFFILIATE · CHANNEL 4 · PETERS, GRIFFIN, WOODWARD ·

SEAL OF GOOD PRACTICE